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Bulletin of Pharmacy

A LIVE MAGAZINE FOR DRUGGISTS

VOLUME XXIX. JANUARY, 1915. NUMBER 1.

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What the Druggist Must Do 2
Every Druggist Affected 2
Drug Trade Conference at Washington 2
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THE SCRAP BOOK 49-55

ONE DOLLAR A YEAR

E. G. SWIFT, PUBLISHER,
DETROIT, MICH.

SINGLE COPIES TEN CENTS

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The House of Mennen

Pays the War Tax!

Notice to Retailers.

We have not advanced the price on any products of this company to cover the expense of the stamp tax. This announcement, which we made as generally as possible by letter, was delayed because of difficulty in securing definite government rulings.

The following items in the Mennen line are held to be exempt from this tax:

Shaving Cream Liquid Soap Borated Soap
Corn Killer

The following are at present held taxable:

All Talcums (8 kinds) All Dentifrices (3 kinds) Bath Powder

We have, so far as practicable, stamped all goods in stock on date of December 1st, 1914. All goods now being shipped are stamped as required by law.

The end of all uncertainty as to the operation of this measure will, we believe, justify the purchase of liberal stocks for the New Year.

Gerhard Mennen Chemical Company

Newark, N. J., U. S. A.

Patents No. 9583/1900 and 5811/1909

MEINECKE
"PERFECTION"
BED AND DOUCHE PAN

THE MOST COMFORTABLE AND SANITARY BED PAN IN THE WORLD

Best for Hospital and Sick-Room

It is the MOST COMFORTABLE Bed Pan
It is the MOST SANITARY Bed Pan
It is also a DOUCHE PAN, as well as a Bed Pan

It is more Comfortable than any other Bed Pan because it is shaped to fit the body, and there is no pressure on the end of the spine.

It is more Sanitary because it has a wide open end which permits the Pan to be easily emptied and cleansed. There is no Unsanitary Spout where matter can lodge.

The "Perfection" is Used in the Principal Hospitals in Great Britain where it is Rapidly Displacing the Old Style Pans.

During the Past Three Years the Sales of the "Perfection" Have Doubled.

Also Used in 2000 Hospitals in the United States

It is a Combined Bed and Douche Pan, and when the "Perfection" is used it is not necessary to buy Douche Pans.

The Doctor or Nurse can reach the parts while the patient is on the Pan.

Two Sizes

No. 1, Standard Size for Adults
No. 2, Small Size for Children

Retailers Can Obtain the "Perfection" from their Regular Wholesale Dealer

MADE BY **GRIMWADES LIMITED** STOKE-ON-TRENT

Wholesale Dealers from whom the "Perfection" Bed Pan can be obtained.

London.
W. H. Bailey & Sons, Ltd., 38 Oxford St., London.
Butler & Crispe, 82 Clerkenwell Road, London, E. C.
Hospital and General Contracts, Ltd., 33 Mortimer St., London.
S. Maw, Son & Sons, 7-12 Aldersgate St., London, E.C.
May, Roberts & Co., 9-11 Clerkenwell Road, London, E. C.
Medical Supply Association, London.
T. R. Roberts, Ltd., Islington, London.
Sangers, 42 Hampstead Road, London, N. W.
Wm. Toogood, Ltd., Heddon St., Regent St., London, S. E.

Liverpool.
Ayrton Saunders & Co., 32-34 Hanover St., Liverpool.
Evans Sons, Lescher & Webb, Ltd., 56 Hanover St., Liverpool.
White & Wright, 93 Renshaw St., Liverpool.
Wright & Owen, Liverpool.

Birmingham.
Cuxon, Gerrard & Co., Corporation St., Birmingham.
Hedges & Son, 10-12 Dale End, Birmingham.
Southall Brothers & Barclay, Ltd., Broad St., Birmingham.

Manchester.
Mottershead & Co., 7 Exchange St., Manchester.

Leeds.
Reynolds & Branson, 13 Briggate, Leeds.

Leicester.
A. De St. Dalmas & Co., Leicester.

Derby.
J. L. Carter, 15 Market Head, Derby.

Southport.
Hospital Contractors' and Nurses' Outfitting Association, Southport.

Wolverhampton.
Martyn's Stores, Ltd., Wolverhampton.

Perth.
A. Ramsey, 128 South St., Perth.

York.
Bleasdale Ltd., 23 Colliergate, York.

Nottingham.
Boots Ltd., Station St., Nottingham.

Southampton.
Payne & Son, 48 High St., Southampton.

Wigan.
Brown & Co., 51 Mesnes St., Wigan.

Boston.
C. Skinner & Son, Boston.

Reading.
Watson Brothers, 13-15 Minster St., Reading.

Keighley.
W. Waddington, 128 South St., Keighley.

Bristol.
Harris & Co., Ltd., Union St., Bristol.

SCOTLAND.
J. C. Macfarlan & Co., Abbey Hill Chemical Works, Edinburgh.
Baird Brothers, 97 Bath St., Glasgow.
Cockburn & Co., Ltd., 130 Howard St., Glasgow.

Send For Our

NEW CATALOG "A"

(Superseding previous issues)

Illustrating and describing the most complete line of

DECORATED TIN BOXES

for dispensing purposes ever offered

THE RETAIL DRUG TRADE

Boxes for every requirement of the Modern Drug Store.

A complete supply of all styles and kinds kept in stock.

American Stopper Company,

Dwight and Verona Streets, - - BROOKLYN, N. Y.

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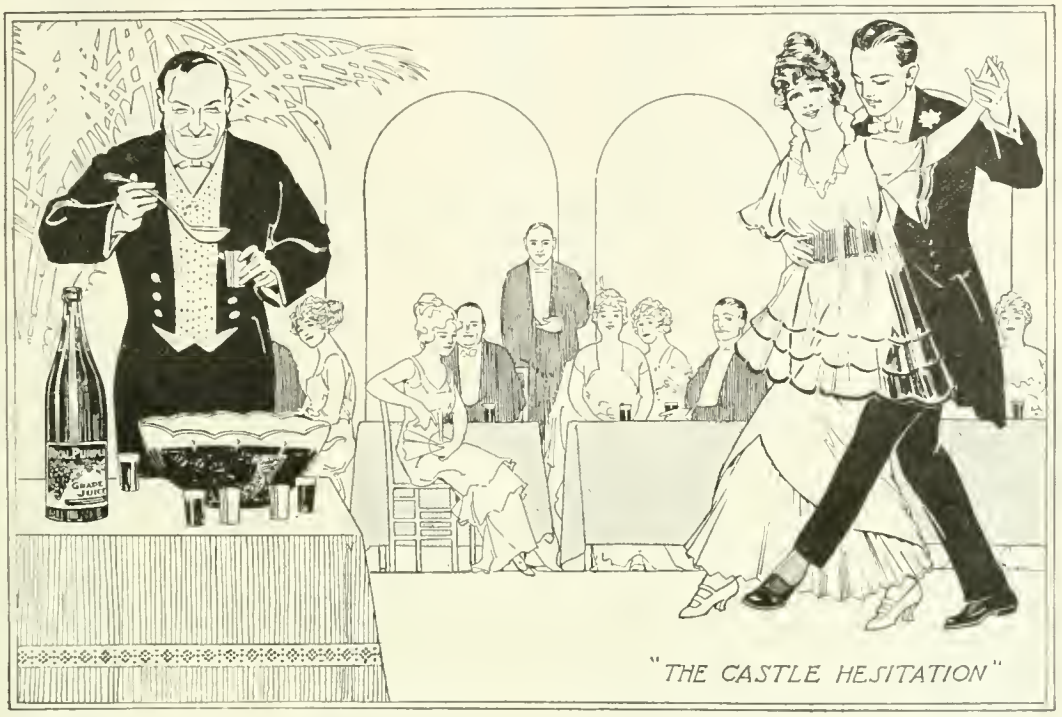
J HUNGERFORD SMITH

What Is Everybody Drinking?

ROYAL PURPLE GRAPE JUICE

Who Makes It? — J. Hungerford Smith Grape Juice Co.



If you doubt the selling qualities of "ROYAL PURPLE" let us explain that on FEBRUARY FIRST, we found that our orders exceeded our output by FIFTY CARLOADS. We wired our salesmen to stop selling Grape Juice, but the orders still continued. They came by mail, by telegraph and telephone.

This season we have increased our capacity five times and hope we won't have to disappoint a single customer. If you ORDER NOW you are sure to be taken care of.

The QUALITY of "ROYAL PURPLE" Grape Juice is just as good as last year—better, if that is possible. "ROYAL PURPLE" contains nothing but the pure unadulterated juice of choicest, ripe CONCORD grapes — NOTHING ADDED — NOTHING NEEDED.

The following beautiful advertising Offer free with 5 case orders:

1 Large Girl cut-out 1 "Royal Purple" Page cut-out 1 Metal sign 1 Celluloid Fountain sign 1 Lithographed Card 6 Tempting Grape Clusters 6 Fountain Strips

With less than 5 case orders the following assortment is included:

1 "Royal Purple" Page trim 6 Bunches of Grapes 6 Fountain Strips

There are no regrets in "ROYAL PURPLE" Grape Juice.

It means pleased customers and more of them and a HAPPY SMILE for yourself when you receive the compliments of your trade, and you count the receipts of your cash register.

J. HUNGERFORD SMITH GRAPE JUICE CO.,
Rochester, New York

You may enter our Order for 5 cases of Royal Purple Grape Juice with special Advertising Matter as per your advertisement

Name .....

St. and No. .....

City ..... State .....

Name of Jobber .....

467 16

GRAPE JUICE CO

Little Stories of Success

READ THEM

Sales More Than Doubled.

Sales for January were more than twice what they were last year, and February Showed a gain of seventy per cent, which surely speaks well for The Manning Service.

PIPER & DAGUE.

An Increase of $300 a Month.

My increase has been about three hundred dollars a month since the first of the year, over the same months last year. My store is a suburban store, but I find that I am getting a good percentage of business in competitor's territory. I make a specialty of prompt delivery.

H. W. RENICK.

$8,000 Over Supposed Limit.

Sales last year ran between $7,000 and $8,000 over what I supposed would be the limit of business to sible to get here. Without your advertising I doubt if business would be haly what it is.

A. R. OTIS.

Can't Get Along Without It.

Please enter our order for your Service for 1914. We can't very well get along without it. Our Christmas trade is fine and we credit it all to you. Used the Santa Claus and Mail Box stunts with good success.

MORGAN'S DRUG STORE.

Your Success in 1915

Can be Made an Interesting Story, too.

If your business was prosperous during the past year, aim for a higher mark this year. No business is worth very much unless it leads to more business. No year is successful unless it points to a still more successful year.

Start 1915 by making every dollar you spend for advertising do its utmost limit of work.

Your advertising space is like a flower garden or a corn field; you can plant it with plain every-day seed and get an indifferent crop, or you can plant it with prize seed and get a prize crop.

Right here is where the Manning Service should appeal to every live druggist large or small. It shows you how to make every inch of space do its maximum work.

The Manning Advertising Service

FOR RETAIL DRUGGISTS

contains copy for **Newspaper Ads., Booklets, Circulars, Folders, Blotters, Mailing Cards, Counter Slips, Circular Letters, Locals, Signs, Parcel Post Ads., Illustrated Window Displays and Picture Slide Advertising. We also take up each month distinct phases of Business Building, Special Plans, Schemes, Etc.**

The Service covers everything that can help to build or hold business. It is a system of practical advertising for busy and enterprising druggists.

Only $1.00 A Month.

We are enabled to make you the cheap rate of $1.00 a month because we furnish the same Service to so many other druggists. The same amount of material, if prepared by an expert ad. writer for your Exclusive Use, would cost you not less than $50.00 a month.

We Serve You Only.

Our Service is supplied Exclusively to one Druggist in a locality. As all material furnished by us is copyrighted and as clients are limited to one in each locality, there is no chance of work prepared by us being duplicated by your competitors. Don't confuse such a Service with material in the Drug Journals, which becomes public property. You can secure the Exclusive Use of the Manning Advertising Service for your town, if you act Now.

Tear this off and mail to-day. **Start With The New Year.**

SPECIAL NEW YEAR ORDER.

Manning Advertising Service,
St. Louis, Mo.

Date_____

If you have no client in this locality, please enter $\frac{\text{my}}{\text{our}}$ order for the Exclusive Use of the Manning Monthly Advertising Service for this locality for ONE YEAR, from February First 1915 and monthly thereafter until notified to discontinue. For this service $\frac{\text{I}}{\text{we}}$ agree to pay you at the rate of One Dollar ($1.00) a month, payable quarterly. By taking advantage of this special offer it is understood that $\frac{\text{I am}}{\text{we are}}$ to receive the January 1915 issue of the Service FREE.

NAME _____ STREET _____

TOWN _____ STATE _____

NOTICE.—Discounts for Advance Payments: 5% for 6 months, 10% for 12 months.

The American Public Follows American Service.

Have You The Public With You?

See the New 1915 Innovations

Our Liberal Exchange Offer Will Surprise You

The "INNOVATION" sign at the Soda Fountain is a guarantee to the public of a sanitary fountain. Our guarantee to you is a fountain built to your requirements—efficient, practical, convenient, sanitary and above all at

LOWEST PRICES AND EASIEST TERMS.

Buy Now

Our immense manufacturing facilities enable us to make prompt shipments, living up to our motto—

"Keep Quality Up and Prices Down."

These people are going in the right direction—are you? Write us and we will tell you how to get them.

ASK FOR CATALOG

AMERICAN SODA FOUNTAIN COMPANY,

HOME OFFICE AND FACTORIES, - - - 271-281 CONGRESS STREET, BOSTON, MASS.

Warerooms:

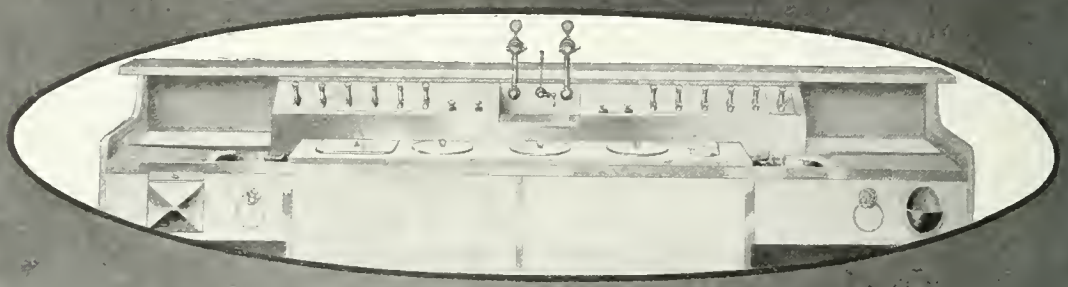
New York, N. Y., 248 W. 23d St.
Atlanta, Ga., 44 W. Mitchell St.
Dallas, Texas, 1105 Commerce St.
San Francisco, Cal., 730 Mission St.
Philadelphia, Pa., 1211 Arch St.
Chicago, Ill., 2023 S. Clark St.

Walrus Quality Unsurpassed

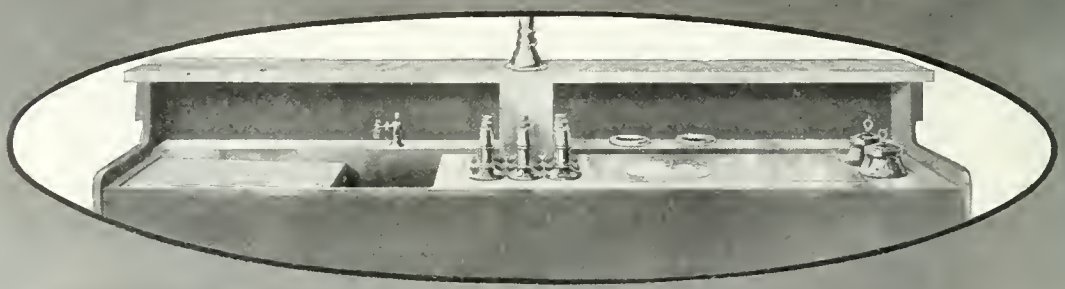
Our 1915 Manual fully explains

Walrus Quality Unsurpassed

Walrus Eitherway Construction has no equal. Costs no more. No other make of soda dispensing apparatus nearly approaches it



Walrus Commoner Construction is like all others are offering only we make it better and sell it for less



Walrus Wonder Construction is far ahead of anything in its class. Made for the merchant who requires a good but inexpensive soda fountain

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS

Largest builders and distributars of high class soda fountains thru jobbers. Agencies in all principal cities
LUNCHEONETTES CARBONATORS ICE CREAM CABINETS STORE FIXTURES

Walrus Quality Unsurpassed

Send for Big Illustrated Catalog

Walrus Quality Unsurpassed

WALRUS UNIT-SECTIONAL DRUG STORE FIXTURES

A COMPLETE SET FOR $675.00

(Soda Fountain and Furniture Not Included)

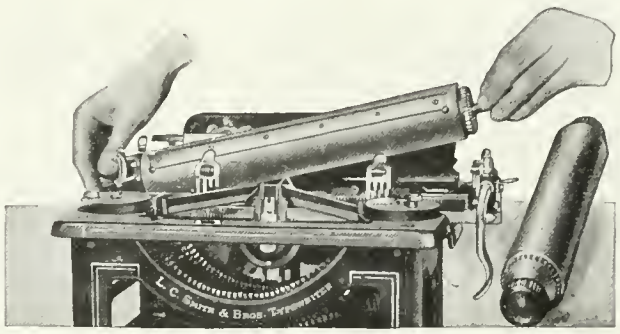
Terms, $25.00 Per Month, with Small Fractional Advance Payments

SPECIAL DISCOUNT FOR CASH

EXCEPTIONAL QUALITY AND CONSTRUCTION
LARGE QUANTITY PRODUCTION ENABLES US TO DO THIS

WALRUS MANUFACTURING COMPANY
DECATUR, ILLINOIS
Largest builders and distributors of high grode soda fountains thru jobbers
Representatives in All Principal Cities

Platen Changed in an instant



Inserting The Card Platen

Because the platens are interchangeable, the same L. C. Smith & Bros. Typewriter can be used for general correspondence, heavy card or label writing and manifolding.

To meet the contingencies that arise, there are the soft, medium and hard rubber platens, the card and label-writing platens, and the brass platen on which over twenty (20) carbon copies can be made. The operator can change from one to the other in a few seconds.

A new platen can be ordered by mail or express, when necessary, without losing the use of the typewriter.

ASK FOR A DEMONSTRATION

L. C. SMITH & BROS. TYPEWRITER COMPANY

Home Office and Factory - SYRACUSE, N. Y.

Branches in All Principal Cities

"LIQUID" FRUITS and SYRUPS make Delicious Soda & Sundaes.

A "Liquid" The "BUILT ON HONOR" Fountain that *stands the test*

Barbour says:—

"After two and one-half years of hard use, we find every part in perfect shape."

That's why it pays to buy a "Liquid."

"The Liquid" Carbonic Company

CHICAGO New York Boston
Memphis Pittsburgh Cincinnati Milwaukee Minneapolis
Atlanta St. Louis Kansas City Dallas Los Angeles

THE LARGEST SODA FOUNTAIN FACTORY IN THE WORLD

Pioneer Builders of Automatic Carbonators

FIRES

SHOULD BE PREVENTED.

The fire waste of this country is appalling.

THE MEMBERS OF THE

Druggists Indemnity Exchange,

ST. LOUIS, MO.

safeguard their property and profit by so doing through reduction in cost.

Join with us in our nation-wide campaign for the prevention of fire and profit by your efforts by placing your insurance with this Exchange.

Attorney and Manager.

Druggists Indemnity Exchange, St. Louis, Mo.

Enclosed find expired in force fire insurance policy, which I secured locally. It is sent that you may note description of risk. Please quote estimate cost of $.....insurance, and return enclosed policy by next mail. Advise me what amount you can save me and what other advantages your Exchange offers.

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Street .....

Town..... .....State.....

B of P Jan '15.

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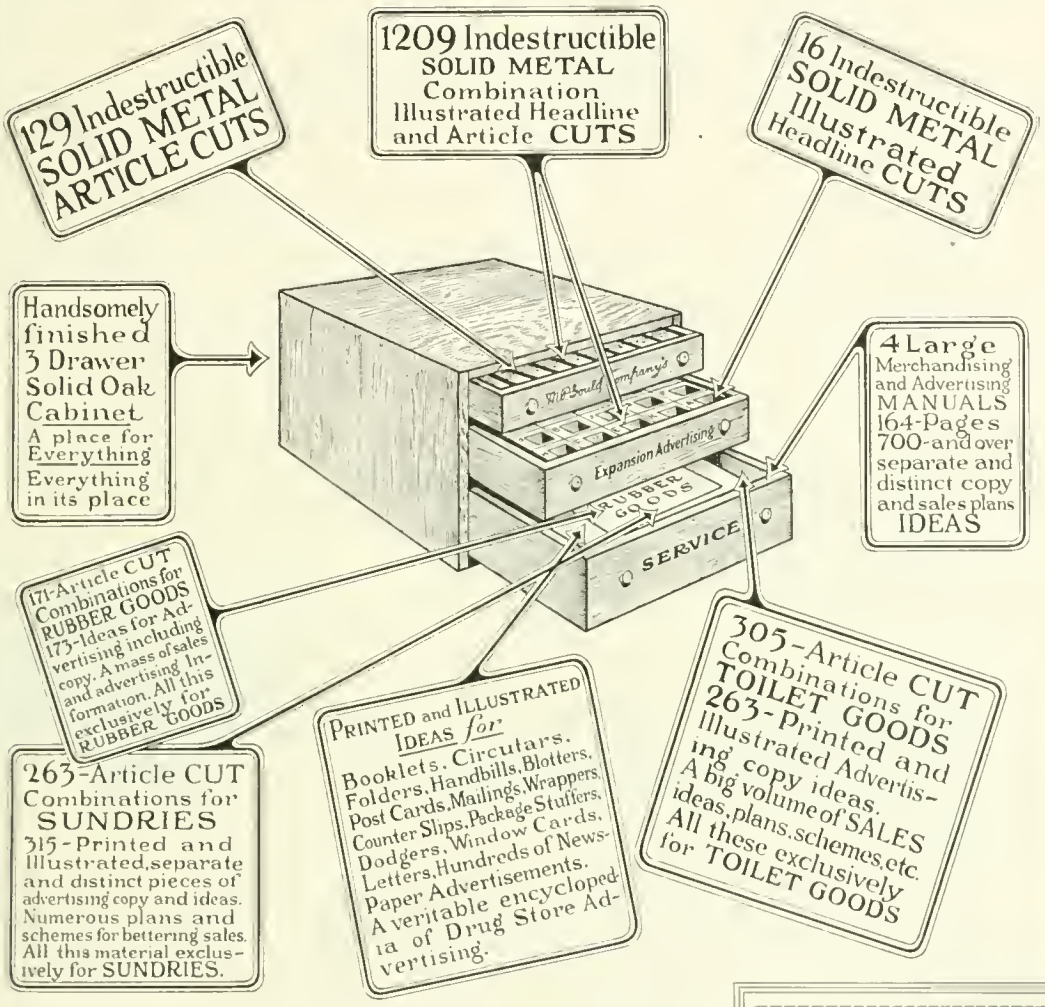
129 Indestructible SOLID METAL ARTICLE CUTS
1209 Indestructible SOLID METAL Combination Illustrated Headline and Article CUTS
16 Indestructible SOLID METAL Illustrated Headline CUTS
Handsomely finished 3 Drawer Solid Oak Cabinet
A place for Everything
Everything in its place
4 Large Merchandising and Advertising MANUALS 164-Pages 700-and over separate and distinct copy and sales plans IDEAS
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RUBBER GOODS
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An invention that has taken years to work out-that has cost us thousands of dollars to produce-that we put into the hands of our Retail Druggists for a nominal sum-that has become instantaneously popular.

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M.P. Gould Company

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Cut out FREE Coupon, sign name and return at once ➤

Above Solid Oak Cabinet

FREE

Without obligations or expense to us, make us acquainted with your new invention cut and advertising Service. Also how we are to obtain your Solid Oak Cabinet free.

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Pure Ether for Anesthesia

is in great demand by physicians.

The reason is plain: we are marketing the purest available ether for anesthesia; we are supplying it in a dropper-container that is a model of simplicity and convenience.

✦ ✦ ✦

When we decided to market ether we took a determined stand: none but the purest, safest, most efficient ether should go forth under our label; the container, unlike the ordinary ether can, should be practical, economical and convenient.

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The results have justified all these costly procedures. No chemist will soon evolve a purer ether; no genius will soon devise a more generally satisfactory ether container.

Supplied in pound, ½-pound and ¼-pound cans.

Every pharmacist should carry a supply of our Pure Ether for Anesthesia.

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LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 378 St. Paul Street.

To the Pharmacists

of the

United States

¶ WITH THE ADVENT OF THE NEW YEAR we take occasion to express our appreciation of the liberal support extended us in the past through the specification of the "M. C. W." PURE CHEMICALS.

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¶ WE SHALL ENDEAVOR TO MERIT the full confidence of our patrons by increased efforts in the care and method of manufacture of all of our products.

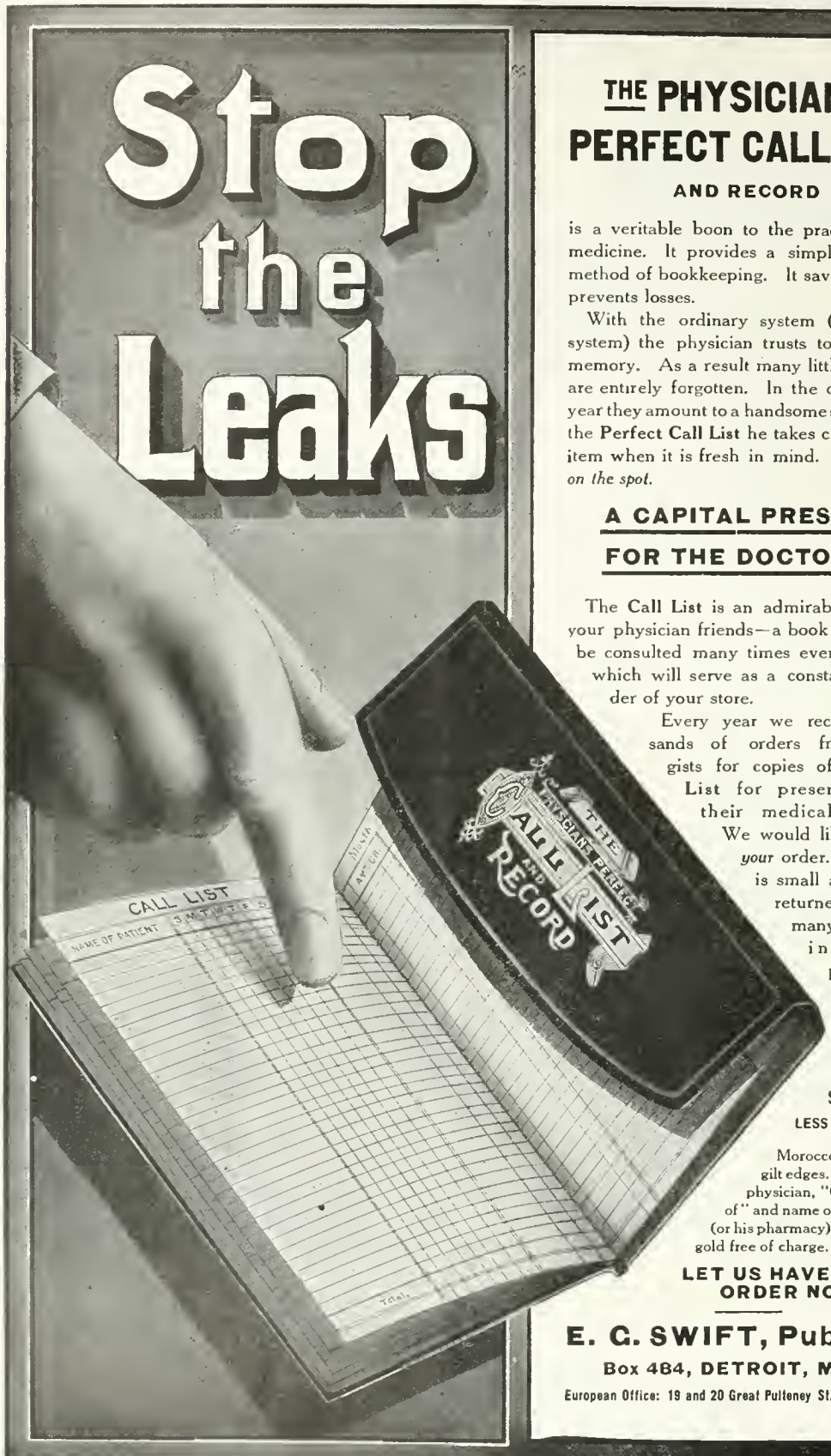
¶ WITH CORDIAL GREETINGS to all our friends, we solicit their continued support, and are

Faithfully,

Mallinckrodt Chemical Works,

ST. LOUIS. NEW YORK.

Stop the Leaks



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Every year we receive thousands of orders from druggists for copies of the **Call List** for presentation to their medical patrons. We would like to have *your* order. The cost is small and will be returned to you many times in increased prescription business.

PRICE TO THE TRADE, $1.50 EACH, LESS 25 PER CENT

Morocco bound, full gilt edges. Name of the physician, "Compliments of" and name of the druggist (or his pharmacy) embossed in gold free of charge.

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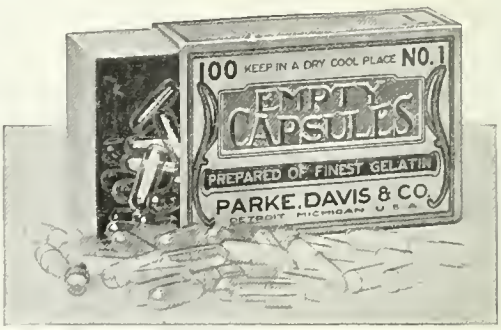

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Full leather binding. Sample 25c post-paid.
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Quantity price on application.

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Seelman's Perpetual Date Book is the only publication ever issued that will serve as a perpetual calendar and register of all important events.

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Any given day and date for any year easily found.

Invaluable to the business or professional man, farmer mechanic and everybody desiring records of daily events.

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Every physician needs a prescription case.

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For permanent and direct advertising to the physician there is nothing better.

Special Prices on Quantities.

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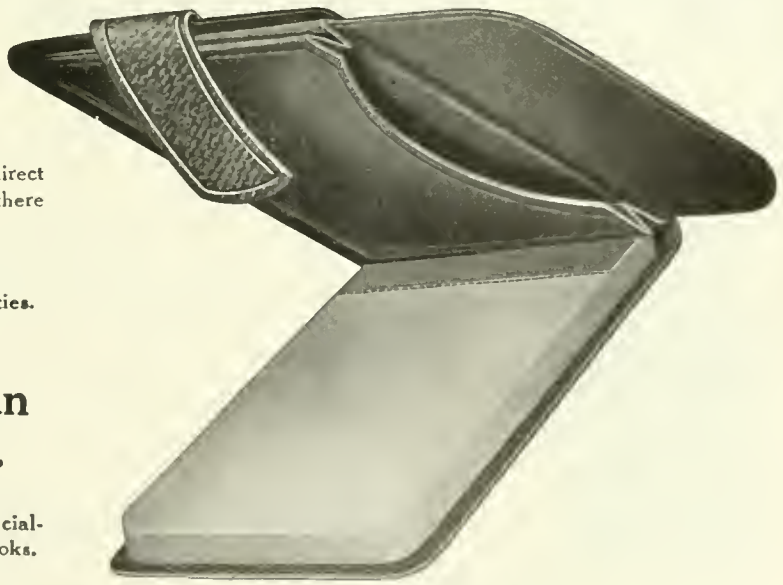

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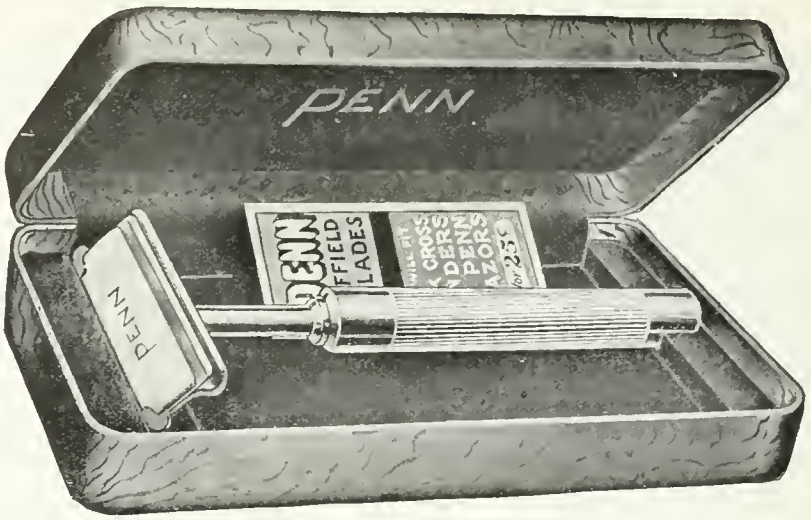
Your Card in Gold, 25c. Doctor's Name, 10c. Post-paid on Receipt of Price.

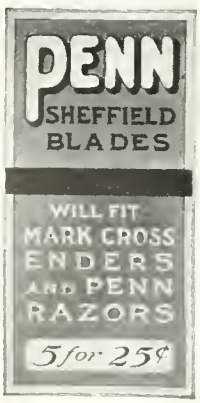


THE PENN SAFETY

"THE RAZOR WITH PERFECT BLADES"

A Razor is only as good as its Blade, so the heading tells the entire story. It is worth knowing that The Penn Safety is triple silver plated, that the smooth drop flanged guard is the most marked improvement made in Razor construction. This guard permits free clean shaving edge the entire length of blade. Razor complete, with a package of blades, is packed in an unusually attractive and serviceable case.

You want to handle The Penn Safety and Penn-Sheffield Blades because of their great merit and the satisfaction they give, as eventually the great majority of men of this country, especially the young men—the new shavers—will use Safety Razors. You want their business. You want them coming to your store for more Blades.



You naturally want to handle merchandise that is distributed in the right way. The Penn Safety and Penn-Sheffield Blades pay you a satisfactory profit. They are not given away with a pound of Tobacco. No scheme methods are used in selling them; they are sold strictly on their merits—sold through the jobber and retail merchant under a plan conservant to their best interests.

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A. C. PENN, Incorporated,

100 Lafayette Street, - NEW YORK CITY.

BULLETIN OF PHARMACY

Vol. XXIX. DETROIT, MICH., JANUARY, 1915. No. 1.

THE
BULLETIN OF PHARMACY
Issued on the first of every month by
E. G. SWIFT, PUBLISHER,
Corner Joseph Campau Ave. and Atwater St., DETROIT, MICH.

MANAGING EDITOR: HARRY B. MASON.
ASSISTANT EDITOR: ARTHUR L. BUZZELL.
BUSINESS MANAGER: HARRY SKILLMAN.

SUBSCRIPTION RATES:

United States and Mexico, - -	$1.00 per year
Foreign countries, - - - -	1.50 per year

FOREIGN OFFICES.
WALKERVILLE, ONT., CAN.
378 ST. PAUL STREET, - - MONTREAL, QUE., CAN.
19 AND 20 GREAT PULTENEY STREET, W., LONDON, ENG.
125 YORK STREET, - SYDNEY, N. S. W., AUSTRALIA.

All articles for publication and all communications bearing on the text should be addressed:
EDITOR BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.
All business letters should be addressed:
PUBLISHER BULLETIN OF PHARMACY,
Box 484, DETROIT, MICH.

THE MONTH'S HISTORY

HARRISON BILL BECOMES LAW.

The Harrison anti-narcotic bill passed the House of Representatives on the afternoon of Thursday, December 10, and went forward for President Wilson's signature. This was duly affixed, as it was well known it would be, and all doubt as to what might or might not happen to the Harrison bill was at an end.

It will be recalled that the bill passed the Senate last August, after having been hung up there for nearly a year. It then went back to the House, and thence to conferees of both House and Senate. The conference report was promptly adopted by the Senate, but the House failed to act before adjournment in October.

However, when Congress convened in regular session in December one of the first acts of the House was to take up the narcotic measure and push it through. *The law now goes into effect March 1, 1915.*

* * *

PROVISIONS OF THE NEW ACT.

The Harrison law is, in a sense, a taxation or revenue measure, and it therefore *reaches into every State and affects every citizen in it.* It is not a measure drawn under the interstate commerce clause of the Federal constitution, and affecting only traffic between the States. This distinction ought to be clearly understood by everybody. The law is universal in its application. The chief features of the act, expressed in our own language, are as follows:

1. The bill covers opium, coca leaves, and any compound, manufacture, salt, derivative or preparation thereof. Exemption is provided for preparations in each ounce of which there is not more than 2 grains of opium, ¼ grain of morphine, ⅛ grain of heroin, 1 grain of codeine, or salts or derivatives of any of these. Exemption is also provided for liniments, ointments or other preparations legitimately prepared for external use only, unless they contain cocaine.

2. *Every dealer in or dispenser of these narcotics must register with the collector of internal revenue in his district and must pay a special tax of $1.00 per year.* This includes physicians, dentists and veterinarians as well as retail druggists, wholesale druggists, manufacturing druggists, importers or anybody else who has occasion to handle or dispense narcotics. *Mere possession of any of the narcotics involved, if the possessor be not registered, will be deemed evidence of a violation of the law.*

3. *No one may order narcotics except he write the order in duplicate on blanks provided by the collectors of internal revenue.* The buyer and the seller shall each preserve his copy of the order, and it shall be open to inspection by the proper officers of the government, and also by the State or municipal authorities charged with the enforcement of local anti-narcotic laws.

4. These blanks shall bear the name of the registered dealer who buys them of the Internal Revenue Department, and an unregistered dealer who uses them will violate the law.

5. Narcotics may not be sold or dispensed by *any one* except on orders filled out in this manner, and received from registered persons. The only exceptions are that

a registered physician, dentist or veterinarian may administer the narcotics to legitimate patients, and that a registered retail druggist may fill the prescriptions of registered physicians, dentists or veterinarians. All such prescriptions must be dated and signed by the authors of them, and must be preserved by the dispensers for two years.

6. Every dealer, whenever required to do so by the local collector of the district, *must hand in a record of all purchases* made by him during a specified period.

7. The penalty for violation of the act is not more than $2000, or imprisonment for not more than five years, or both, in the discretion of the court.

* * *

WHAT THE DRUGGIST MUST DO.

From the foregoing analysis of the Harrison law, it will readily be seen by every retailer that there are four things in particular which he must do after March 1, when the act goes into effect:

1. *He must register with the Collector of Internal Revenue in his district and pay a special tax of $1.00 a year. If he doesn't register, mere possession of any of the narcotics makes him a violator of the law.*

2. *When he orders the particular narcotics mentioned in the act he can do so in only one way: he must write the order on a special blank secured from the Collector of Internal Revenue, bearing his name and registration number, and keep a duplicate copy of it on file.*

3. *He must be prepared to hand in a record of all purchases, when required to do so by the local collector of the district. This record he can easily compile from his file of duplicate orders.*

4. *He can sell or dispense the indicated narcotics under two conditions only: either he must have the prescription of a registered physician, dentist or veterinarian, or, lacking a prescription, he can fill those orders only which come from persons registered under the act, and which are made out on the regular official blanks.*

* * *

EVERY DRUGGIST AFFECTED.

These, we repeat, are the four main essentials, and every druggist ought to have no difficulty in understanding them and in complying with them. It is all really very simple, and it involves the druggist in no particular trouble. But every druggist, no matter where he is situated within the jurisdiction of the United States, is affected by the law and must conform to it absolutely. If you don't register in the first place, you can't buy, sell, dispense or give away a grain of any of the indicated narcotics. If in the second place you don't fill out your orders on the official blanks, they won't be honored by any jobber or manufacturer. Telephone orders won't "go."

We may say in conclusion that the chief purpose of the act is to keep a record of every ounce of narcotics sold in the country, so that it can be traced by State and Federal officials in the enforcement of the anti-narcotic laws. Some such step has become necessary by virtue of the great increase in the narcotic evil. We repeat that the act goes into effect on March 1. Get ready for it in time!

* * *

DRUG TRADE CONFERENCE AT WASHINGTON.

The regular annual meeting of the National Drug Trade Conference was held at Washington, D. C., beginning Dec. 10. Considerable attention was given to the Harrison bill, it being the aim to assist the government if possible in providing suitable regulations when that measure goes into effect. The matter of freer admission of poisons to the mails was taken up, also, and formal objection was made to the possible adoption of the German style of bichloride tablets by the revisers of the U. S. P.

The so-called German standard of bichloride tablet is cylindrical in shape, colored pink, and each tablet is separately wrapped in paper. The points were raised by the Conference that the cylindrical shape too closely approaches that of a number of confections on the market in this country, and that the individual wrapping of the tablets would be a source of danger to the health of employees engaged in the work.

Aside from two changes, the officers elected are the same as those who held office last year. Jas. F. Finneran was transferred from the Executive Committee to the third vice-presidency, and Samuel C. Henry was given a place on the Executive Committee. John C. Wallace retains his position as president, Chas. A. West and Wallace C. Abbott are first and second vice-presidents, respectively, and Charles M. Woodruff remains secretary and treasurer. The Executive Committee consists of John C. Wallace, Charles M. Woodruff, James H. Beal, C. Mahlon Kline, Samuel C. Henry, R. C. Stofer, and Dr. A. R. L. Dohme.

STILL "PILLS AND PIRACY."

The article on "Pills and Piracy" that appeared in the November *Pearson's* is still provoking more or less indignation when drug men get together. At the November meeting of the Philadelphia branch of the A. Ph. A. strong resolutions were passed condemning the article and calling for a retraction, it will be remembered. At the December meeting of the same body the following letter from the Pearson Publishing Company was read:

> We can express no regret at the publication of the article to which you refer. The chief complaint of pharmacists seems to be that the author of the article knows nothing about pharmacy. That's just the point. The average man knows nothing about pharmacy, but no pharmacist has denied that it is a practice to charge more for the simplest medicines when a doctor's prescription is presented than is charged when a man merely asks for the medicine. No pharmacist has given us a good reason for this.
>
> However, we want to be right about this as we want to be right about everything else. We have offered space to various pharmacists for an article on the other side of the matter. We offer such space to you.

All of which is just what *Pearson's* wants. Judging solely from the November issue—the only one we have seen in months—it would appear that *Pearson's* stakes its continued existence on what might be termed a "stirring-up-of-the-animals" policy. Fighting back is an incentive for the man with the rod to do more poking. And in the end what is gained? Nothing.

Too much has already been said and written about the scurrilous article in question. Let it rest in peace.

* * *

A NEW A. PH. A. BRANCH IN DETROIT.

The Detroit branch of the American Pharmaceutical Association was organized two or three weeks ago. Following the annual convention of the parent body in this city in August last, there was a considerable outburst of enthusiasm, and it was discovered that Detroit and vicinity had something like 75 or 80 members of the association. The formation of a local branch therefore became both a necessity and a desirability.

At the initial meeting it was decided to work along somewhat different lines from the other branches. The meetings will be planned by a Programme Committee of six men—a chairman and five others who will represent the five regular sections of the A. Ph. A. It will be the duty of this committee to see that the programme take proper cognizance of the subjects in which the association is interested—*i.e.*, practical pharmacy and dispensing, scientific pharmacy, commercial pharmacy, historical pharmacy, and education and legislation. These subjects will be properly balanced so that no one will overshadow the others, and it is hoped to get up a series of live meetings during the winter.

W. A. Hall was elected president, Albert A. Wheeler vice-president, Wilbur L. Scoville secretary, and Charles F. Mann treasurer. Harry B. Mason was made chairman of the Programme Committee.

* * *

N. A. R. D. EXECUTIVE COMMITTEE MEETS.

The mid-winter meeting of the Executive Committee of the National Association of Retail Druggists met at Chicago, in December. Several matters of importance were disposed of, among them being time and place for the next annual meeting of the association. Charles Huhn's town, Minneapolis, was selected, and the meeting will be called to order August 30. A model pharmacy law was discussed, and Dr. J. H. Beal, F. H. Freericks, and Hugh Craig were appointed to draft such a measure.

In the matter of the formation of a country-wide legislative auxiliary, the committee instructed Secretary Potts to get in communication with the presidents of State pharmaceutical associations in an endeavor to get the chairmen of the legislative committees of these bodies to constitute the legislative auxiliary and to enlist the aid of an assistant in each county of every State.

The name of the association's official organ was changed to "N. A. R. D. Journal," and Samuel C. Henry was indorsed for membership on the recently created Federal Trade Commission.

The committee put in good, honest drug-store hours from Monday until Saturday, the volume of important business coming up for discussion being unusually large.

* * *

SUNDAY SALES TO BE SCORNED.

It has been reported that the police department in New York City is about to take some rather aggressive measures against a certain class of Sunday sales made in drug

stores. With this possibility in view a number of pharmacists got together and agreed to refrain from selling anything found in the following list on the Sabbath:

Kodaks, cameras, printing frames, developing solutions, photo paper, photo glassware, photo trays, photo racks, photo lamps, photo tanks, photo tripods, photo carrying cases, electric lamps, electric flashlights, electric heating devices, electric flatirons, electric toasters, electric fans, electric hair dryers, bathroom fixtures, outdoor thermometers, bric-a-brac, hand mirrors, memorandum books, blank books, hand bags, pocketbooks, picture books, dolls, toys, canes, playing cards, poker chips, cut glass, coat hangers, pocket-knives, alarm clocks, jewelry, shoe polish, Pullman slippers, bathing caps, bathing shoes, bath mats, bath towels, whisk brooms, pine pillows, automobile hats, and picture frames.

It was agreed, furthermore, that tea, coffee, table oils of various kinds, as well as other foodstuffs carried by druggists, should be sold only during delicatessen hours.

There were those present who objected, one man stating that there wasn't a thing on the list that he carried in his store, and that he would not, therefore, perform the farcical stunt of agreeing not to sell them. Another wanted a legal definition of delicatessen hours. But the schedule was adopted, nevertheless.

Just what effect the promulgation of this list of Sunday contrabands will have on the police department remains to be seen.

* * *

A NEW SCHEME.

Crooks are the most ingenious people in the world. Their inventive powers, if expressed in legitimate business operations, would make them millionaires. Every day some new scheme makes its appearance. Here is the latest one to be worked at the expense of the retail druggist. A crook enters the store, claiming to be a veterinary surgeon, and asks to be allowed to wash his hands, at the same time asking for nitroglycerin tablets. He enters into a conversation with the proprietor or clerk, saying he wants a particular poison, but does not recall the name.

The retailer naturally wants to help him, and opens the poison cabinet; and at the first opportunity, or when the proprietor is called to the front, Mister "Veterinary Surgeon" helps himself to morphine, cocaine or heroin. On the return of the attendant, the "doctor" says that he wants to be sure of the poison, and excuses himself, stating that he will go to the office and find out what particular one he wants.

Eventually the druggist finds out that he has been robbed. The man who started this game in an Eastern city is about five feet seven inches tall, wears a black hat and a short overcoat, sports a diamond ring, and is light-complexioned.

* * *

WOMEN PHARMACISTS EXEMPT.

Women pharmacists may work as many hours as they please in New York without violating the eight-hour law restricting working hours for women, according to an opinion submitted recently by the Corporation Counsel of Greater New York. A half-dozen women graduates in pharmacy had petitioned to have the law amended so that under it they might enjoy the same rights as physicians and nurses, the statement being made that they could work eight hours a day, seven days in the week, without jeopardizing their health. The opinion of the Corporation Counsel, however, provided it is correct, indicates that women pharmacists need give no further consideration to the eight-hour law.

* * *

CHICAGO JOBBERS COMBINE.

A merging of interests of considerable importance to the drug trade of the middle west was announced shortly before the holidays, and consummated two weeks later. On January 1 Fuller & Fuller and Morrisson,

Jas. W. Morrisson.

Plummer & Co., two of the oldest jobbing houses in the city of Chicago, consolidated their identities and ceased to exist as separate institutions. The new firm is known as the Fuller-Morrisson Company, and is reported to

have a capitalization of $750,000. Jas. W. Morrisson is president of the new house and has taken active charge of the business.

* * *

THE LATE GEORGE MERRELL.

With the death of George Merrell one of the pioneers in pharmaceutical manufacturing has passed from the field of action. President of the Wm. S. Merrell Chemical Co.,

George Merrell.

of Cincinnati, Ohio, Mr. Merrell, for a great many years, made his personality felt in the drug trade. His death occurred at his home on December 15. Somewhat eccentric in disposition, he was a man of robust character and pronounced ability.

* * *

MORE TROUBLE IN NEW YORK.

Squarely in the face of the opinion of Attorney-General Parsons that its local ordinance prohibiting the sale of syrup of white pine, Stokes' expectorant, etc., conflicts with State law and is therefore a dead letter, the New York City Board of Health has announced its intention to stand pat and to prosecute the first druggist who refuses to tango to its tanking. More than that, the health board has now come forward with another obnoxious measure which it proposes to make a part of its sanitary code in the near future. This new bill will make it necessary for all manufacturers of patent or proprietary medicines, in order to do business in New York City, to file with the health board a statement of the ingredients contained in each preparation. Druggists, jobbers, and local manufacturers particularly, are up in arms, and a great deal of pressure is being brought to bear.

PREPARED FOR THE WORST.

A recent hunting party out of Boonville, Mo., was made up as follows: A. J. Howard, druggist; R. L. Evans, physician and surgeon; J. E. Taliaferro, undertaker; and the Rev. L. F. Clark. Just what the significance of this combination is we have not been told. It may be possible that hunting is as dangerous in Missouri as it is in Northern Wisconsin, and that all went prepared for the worst; or it may be that the excursion to the thicket was merely a blind to cover the real object of the occasion —price-fixing and pledges of coöperation. At any rate it might be well for the government authorities to watch Boonville, Missouri, for a while; and meanwhile we respectfully call the above-mentioned gentlemen's attention to a certain historic decision denominated the Indianapolis decree.

* * *

A TEN-HOUR DAY IN LOUISIANA.

A ten-hour day for drug clerks is one of the provisions of a bill passed by the Louisiana legislature. The clause affecting pharmacy working hours seems to be clear-cut and decisive enough. It specifically states that "no apprentice or employe in any pharmacy or drug store shall be required or permitted to work more than seventy hours in any one week," and that the hours shall be so arranged that an employe shall receive at least one full day off in every two consecutive weeks.

It is said that legislation of this character is to be sought in from twelve to fifteen States during the coming winter.

* * *

In a terrific storm last month, ravaging a portion of the Jersey coast, the summer residence of Professor Remington at Longport, near Atlantic City, was so badly injured that it will probably have to be torn down. Two or three years ago the same house was visited by fire. Some unkind fate must be camping on the Professor's trail!

* * *

A complimentary dinner was given Dr. Wm. C. Alpers at Cleveland last month in honor of his election to the presidency of the American Pharmaceutical Association. The affair was in charge of the Northern Ohio branch of the A. Ph. A., and the trustees and members of the Cleveland School of Pharmacy, of which Dr. Alpers is dean.

A CHAT WITH BULLETIN READERS.

BY THE EDITOR.

This business of running a drug journal is not so easy as it looks. Our readers rarely tell us what they want, and the job of an editor largely becomes the job of a guesser. Some of us try to develop guessing into an art, but sometimes we fear we are not so successful as we might be.

OUR RECENT VOTE.

Here in the BULLETIN office we have been having a number of editorial consultations recently, and we have managed to develop some differences of opinion among ourselves. To put the thing to a test, and to find out a little more accurately just what our readers do or do not want, we decided to send out some return postal cards and ask them to vote on the different departments in the journal.

The result has proved most interesting, but we cannot say that it has shown the necessity of making any marked changes in the journal. We were careful to say that we did not want bouquets. We explained that we were not looking for approval. We urged real criticism in order that we could get a better line on what our subscribers desired to have us give them. And yet, of the 200 responses, 150 expressed perfect satisfaction with the BULLETIN as it is now conducted.

Turning to the 50 men who had some suggestions to make, it may be said of them, too, that they made no radical criticism of the journal as a whole. They merely approved or disapproved of particular departments. Thus, 25 of the 200 men did not care for the "Hall of Fame" department, one man pungently declaring that "it spelled conceit." Twelve out of the 200 did not find "The Month's History" interesting, not being concerned with current movements and developments in the trade. Ten voted against "Questions and Answers," 10 against "Letters," 4 against "Capsules of Science," 4 against "Queries," and two (alas!) against "Editorials."

DIFFERENCES OF OPINION.

This voting, after all, was so scattered and so sporadic that it did not indicate anything like prevailing sentiment among our readers as a whole. The voters disagreed among themselves to a large extent. You must have noticed recently that we have been printing some autobiographical experiences of druggists. Referring to these articles, one Iowa subscriber said: "Your druggists' life stories are not always interesting and could be cut down." Two other men, however, one from Ohio and one from Montana, told us to "continue publishing the life experiences of druggists," and to "print the story of a druggist's life once a month regularly."

So there you are. Which lead shall we follow?

We once heard a clever newspaper man say that a newspaper or a magazine was a good deal like the menu at a restaurant. No one was expected to begin with caviar and soup and eat everything until he got to the nuts, although there is a story current of a certain Irishman who did attempt this feat but got floored before he finished with the soup division. The idea is that you take what you like and leave the rest. Every single item on the bill hits off somebody's taste, which is its reason for being there. But while this is so, we do not want to have many things in the BULLETIN that appeal to the few only. We desire, if possible, to turn out a publication nearly every page of which will interest nearly every reader we've got.

ABOUT PICTURES IN THE BULLETIN.

The one surprise to us was the fact that 22 men out of 200, or about 10 per cent, frankly said they did not care for pictures. We have always gone on the assumption that the one best feature in the BULLETIN was its illustrations. They are the hardest to get. They cost us by far the most money to print. They involve difficulties of every nature, and yet we have always been lavish with them because we thought they turned the journal into a popular magazine that everybody wanted and liked. Are we right about it?

Or do 10 per cent of our list of eighteen or twenty thousand subscribers fail to be interested in pictures? We wish we knew. We honestly want to turn out a journal that our readers want, and it would delight us beyond measure if there were some infallible means of getting at their likes and dislikes. And yet, on

this question of pictures, if nine men out of ten want them, it seems to us a plain question of majority rule. The one surprise to us is that ten men out of ten wouldn't vote for them.

We can readily understand, however, that some of the pictures we have been printing are not particularly interesting. Take the subject of drug-store interiors, for instance. They all look more or less alike, and we have been publishing them so long that we would be glad to drop them. And yet, without any solicitation at all on our part, they keep coming in to us in great numbers from our readers, and we dislike to "turn them down." Furthermore, doesn't the very fact that druggists continue to furnish them indicate a general and widespread interest? Every live editor wants to print what his readers find interesting—not what suits his own pleasure.

THE PRICE LIST.

The only positive and unequivocal result of the vote was on the subject of our price list in the back of the journal. We have had a suspicion for some years that this list wasn't used to any extent. It consumes 72 pages of space a year, and it costs a lot of money. Is it worth it? The vote shows, as we suspected, that it is not. It is pointed out by the voters that the prices given in the list, being those which rule in this section of the Middle West, are not accurate for the rest of the country, and that, moreover, every druggist has innumerable price lists and catalogues issued by the local jobbers and others.

As a result of this sentiment we shall omit the Prices Current from our journal—at least for a number of months. Against our better judgment we have foolishly and weakly been printing it for many years merely because it was a classic feature of every drug journal—the worst reason in the world. Never do anything merely because everybody else does it! We have always prided ourselves in the BULLETIN that we have broken new ground—gotten away from conventions in drug journalism—given our readers what they couldn't get elsewhere.

But to return to the postal-card vote that we have been talking about. It has proved mighty interesting to us—so interesting that we should like to get a wider expression of opinion from our readers in general. Won't you help us? We are publishing the journal exclusively for your benefit and we sincerely and earnestly desire to give you what you want.

SEND US YOUR OPINION!

Here is a list of the twelve departments or features that comprise the "make-up" of the journal:

The Month's History.	Contributed Articles.
Editorial.	Letters.
Profits and Earnings.	Business Hints.
Hall of Fame.	Practical Pharmacy.
Pictures.	Queries.
Questions and Answers.	Capsules of Science.

Will you not cut the list out of this page, draw a pencil through those departments that do not interest you, and send the clipping in to us by mail? Or, if you do not care to mutilate the journal, will you not drop us a post-card briefly stating what departments do not concern you?

If you will do this we shall really feel under deep obligation to you. Thanks for your assistance and coöperation.

WHAT SOME PEOPLE THINK OF US.

Perhaps you will be interested in knowing what some of our readers said about the BULLETIN in the recent post-card vote that we have talked about so long in the preceding editorial:

Keep right on as you are, only give us more.

The BULLETIN seems to me admirably balanced.

Your magazine suits me right down to the ground.

I cannot see how you could afford to omit anything.

Your journal is the best drug magazine in the world.

I like the BULLETIN best of all drug journals. Success to you!

I wouldn't make a blessed change. You are doing grand work now!

Very much prefer that the BULLETIN be not dismembered. Keep it as it is.

You are doing mighty well. I would not know how to improve the BULLETIN.

The BULLETIN is all right. Every department is good. Keep them all going, if possible.

I do not know of any suggestion to make unless it be that you issue the journal twice a month.

The combination of reading matter that you furnish is excellent, and there is nothing that could be omitted from your journal.

I must say that I like the BULLETIN best of all drug journals, and doubtless if I had it just to suit my particular fancy it would not be as good a journal as it is now.

And there were a hundred more expressions

of the same general character. Even though we were honestly looking for criticism, and are still looking for criticism, these words of praise have gladdened our hearts beyond measure at this New Year's season. It is a mighty fine thing to feel that we are so close to our readers, and we hope we always shall be.

A Happy New Year to you all!

THOSE FIVE-DOLLAR TOPICS.

In the November BULLETIN we offered a prize of $5.00 for topics or subjects that we could announce for a series of prize-paper contests in the BULLETIN during 1915. We only needed five or six themes, and these have been selected and appear elsewhere in this issue in a conspicuous editorial announcement. Two or three hundred topics were received, and the process of awarding the prizes was therefore one of great embarrassment and difficulty. Under the circumstances no one need feel any chagrin or disappointment that his suggestions were not selected.

In some cases what practically amounted to the same topic was proposed by two or three people. When this happened, and when the topic was chosen for use, we followed the just method of giving the prize to the man whose envelope bore the earliest date mark. It was a case of first come first served.

A large number of the subjects suggested were so excellent that we decided to use them in the department of "Questions and Answers." We have accordingly written the authors and asked them if they would mind having their topics used in this way. We had some hesitation about making the offer, for when a man enters a topic in a $5.00 contest it looks as though we might be "short-changing" him by offering him $1.00—but everybody is doubtless convinced that we were playing an honest game.

Anyhow we have secured a lot of fine subjects for treatment in the BULLETIN during the present year. We thank our readers most heartily for their cordial response to our call for assistance. The BULLETIN is proud of the family spirit that centers in and around the journal. We feel that we have the interest, the sympathy, and the coöperation of our subscribers to a far greater extent than is true of any other drug journal in the world.

PROFITS AND EARNINGS

AN INTELLIGENT STATEMENT AND A GOOD SHOWING.

The editors of the BULLETIN have been much gratified to receive the following letter from a druggist who signs himself "Wisconsin:"

> Enclosed please find my annual business statement filled out on the blank printed and explained in the August BULLETIN. I was very much pleased when I saw this blank form. I had been trying to work out something of the kind for my own use. The average druggist is much puzzled when he comes to straighten out his books at the end of the year, and we shall all be grateful to you for simplifying the proposition and making it all so clear.
>
> In arriving at the figures about my business, I have carefully followed all your instructions printed in the August issue. Item No. 12, Current Expenses, includes $1200 personal salary and all the other things specified by you. I may say that my rent is $384.00 a year and my clerk hire $676.00. I have kept my fixture account separate, as you advise, and in every respect you will find my figures according to your specifications.
>
> I shall appreciate it if you will comment on my showing in the BULLETIN, filling out the statement, and giving gross profits, net profits and expenses in the form of percentages.

This is certainly an intelligent letter. "Wisconsin" has at once grasped the purpose of our new statement blank. The blank is so simple, indeed, that no one ought to experience any difficulty with it, and yet a number of druggists have. We tried to make it entirely self-explanatory—so plain that no druggist would have any difficulty in arriving accurately and easily at his gross profits, net profits, expenses, and total income from the business.

"Wisconsin's" statement, as submitted to us, reads as follows:

1. Cash received from all sales and book accounts		$10300.96
2. Book accounts beginning of year	$104.59	
3. Book accounts end of year	$163.39	
4 Difference in book accounts	$ ...	
5. Net sales for the year		$ .....
6. Inventory of stock beginning of year		$2863.85
7. Purchases during year		$6636.62
8 Total cost of merchandise		$
9. Inventory of stock end of year		$3437.08
10 Net cost of merchandise sold during year		$
11 Gross profits		$
12 Current expenses		$3038.05
13 Net profits		$ .....
14 Total income from business		$ ....

He has simply given us, in the foregoing statement, the seven facts which are absolutely necessary in the analysis of any business. With these facts available it is only a matter

of addition and subtraction—plain as the nose on your face—to complete the statement as follows:

1. Cash received from all sales and book accounts			$10,300.96
2. Book accounts beginning of year	$104.59		
3. Book accounts end of year	$163.39		
4. Difference in book accounts		$.	58.80
5. Net sales for the year			$10358.80
6. Inventory of stock beginning of year		$2863.85	
7. Purchases during year		$6636.32	
8. Total cost of merchandise		$9500.17	
9. Inventory of stock end of year		$3437.08	
10. Net cost of merchandise sold during year			$ 6063.09
11. Gross profits			$4295.71
12. Current expenses			$3038.05
13. Net profits			$1257.66
14. Total income from business			$2457.66

There is just one remaining thing to do, and that is to give the gross profits, expenses, and net profits in the form of percentages. We discover the percentage of gross profit by dividing the amount of gross profit, $4295.71, by the net sales for the year, $10,358.80, and we find a gross profit of a little over 41 per cent. We discover the percentage of expense in like fashion by dividing the expenses by the net sales, and we find the figure to be a little less than 30 per cent. Subtracting the percentage of expense from the percentage of gross profit, we find the percentage of net profit to be 11.

This showing is very satisfactory. A gross profit of 41 per cent is as good as can ordinarily be expected; the expenses for a business of this size cannot easily be reduced much below 30 per cent; and any net profit over 10 per cent is all right. This man, with a $10,000 business, makes a total income of pretty close to $2500. He can't beat that very much, and he ought to be perfectly satisfied.

So much for Wisconsin's statement. Discussing now the attitude of the BULLETIN toward these statements, we may say that in the future we shall doubtless confine our remarks more or less rigidly to a mere commentary on the character of the showing. That is to say, we shall not continue to explain our new form of statement blank, and describe how it is to be used. We assume that druggists understand the matter pretty well by this time. Since the statement was adopted last August, we have had several explanatory articles in the BULLETIN, and enough by way of education has been done.

EXPLANATION OF OUR STATEMENT BLANK.

As previously stated, the blank seems to us exceedingly simple and even self-explanatory. The first four items, Nos. 1, 2, 3, and 4, are merely for the purpose of arriving accurately at item 5, "net sales for the year," which is but another way of saying what your actual sales are. The next four items, Nos. 6, 7, 8, and 9, are likewise simply for the purpose of arriving accurately at item 10, the "net cost of merchandise sold during the year"—in other words, what is ordinarily meant by "purchases." Up to this point, then, you have arrived at two essential facts—your net sales and your net purchases. Subtracting one from the other you get your gross profits. Subtracting from these gross profits, in turn, your current expenses, you get your net profits. Finally, to arrive at the total income from the business, the last item on the blank, you simply add to the amount of net profits your personal salary, which has already been put into the expense account.

As for the *percentages* of gross profit, expense, and net profit, which are the real figures that you are after in making such an analysis of your business, these are discovered in the manner discussed earlier in this article. You simply divide the respective amounts by the net sales for the year.

Is this perfectly clear? If it is not, we shall be very glad to answer any questions submitted to us by our subscribers. We are anxious to be of the utmost service in this direction. We honestly believe that every druggist ought to keep such records as will enable him to fill out this blank form at the end of the year. We want to help him do it. The blank we have designed is the result of ten years of study, and we think it is the simplest and the best available for the purpose. Every druggist who can fill it out, and who can arrive at an exact knowledge of just what the facts are about his expenses and his profits, is going to be able to conduct his business much more intelligently and much more successfully.

To recapitulate: we should be glad to answer any questions, from any druggist, about our form of blank, and about this annual analysis of business. On the other hand, if we receive no such questions, we shall assume that by this time the blank is thoroughly understood and shall print no more articles of an explanatory nature. In this event, the future reproduction of druggists' statements will be merely accompanied by an editorial commentary on the showing submitted, and by certain suggestions as to how the business can be improved in this or that detail.

THE HALL OF FAME

MAINE'S SECRETARY FOR NINETEEN YEARS.

Secretary of the Maine Pharmaceutical Association from 1896 until the present time, and still in the harness, is the record of Dr. M. L.

DR. M. L. PORTER.

Porter, of Danforth, Maine. The Maine association claims to be the oldest State pharmaceutical organization in the country, having been in existence for nearly fifty years.

THE NEW SECRETARY OF THE N. W. D. A.

The title of this article is a little misleading. True, Thomas F. Main is new to the secretaryship of the National Wholesale Druggists' Association, but he is in no sense new to the drug fraternity of the country. He has been a prominent figure in pharmaceutical affairs for a long time. His private connection is that of president, treasurer and leading spirit of the Tarrant Company of New York City. But it is in public affairs, pharmaceutically speaking, that Mr. Main is best known. He has been secretary of the New York College of Pharmacy for many years. He has been prominent in the drug section of the New York Board of Trade and Transportation. He has been a conspicuous member of the American Pharmaceutical Association, and two years ago was honorary president of that body. A man of polish and culture, Mr. Main goes through the world without unnecessary friction, and his election to the secretaryship of the N. W. D. A.

THOMAS F. MAIN.

at the Indianapolis meeting in September last was universally acclaimed as a happy choice. He succeeded Joseph E. Toms, who had been in charge of the secretary's office for a considerable number of years.

A WEST VIRGINIA BOARD MEMBER.

S. M. Scott is proprietor of the Terra Alta Pharmacy, Terra Alta, West Virginia. He is

S. M. SCOTT, JR.

also a member of the State Board of Pharmacy. In spite of being proprietor of a suc-

cessful pharmacy and also a Board member, he still finds time for a number of outside interests. He has done particularly good work in his official capacity, however, and his services are much appreciated by the drug fraternity of his State.

A PROMINENT ALASKAN.

Elsewhere in this issue of the BULLETIN appears the second and last instalment of a most interesting article on the drug stores and drug conditions of Alaska. In this place we show a portrait of a druggist who is a promi-

WM. BRITT.

nent figure in that far-off country—William Britt. Mr. Britt is located in Juneau and, as we reported last month, is president of the Alaska Board of Pharmacy. In addition to that he was recently elected to the Alaska legislature, and on the same day received the honor of appointment as Norwegian Consul for Alaska.

A PROMINENT SEATTLE DRUGGIST.

Cornelius Osseward was made chairman of the Section of Practical Pharmacy and Dispensing at the Detroit meeting of the A. Ph. A. He protested, but the votes were counted, and the distinction thrust upon him; and now he is on a still hunt for papers for his Section in 1915.

Mr. Osseward will not have so far to travel to get to the association's annual meeting in 1915. The meeting will be held in San Francisco, and he lives in Seattle, where he con-

CORNELIUS OSSEWARD.

ducts an almost strictly professional pharmacy —no soda fountain; few, if any, distracting side-lines. He has an excellent business, though; one of the best on the Pacific coast. His prescription patronage is heavy, and he deals largely in biologicals, supplying a long list of physicians with these products.

Mr. Osseward is intensely interested in any movement having for its aim the advancement of pharmacy.

GEORGIA'S NEW DRUG INSPECTOR.

In July of this year George D. Case, of Milledgeville, Georgia, takes up his duties as State Drug Inspector, a position to which he has been appointed by the Commissioner of Agriculture upon the recommendation of the Georgia Board of Pharmacy.

Mr. Case has been connected with the drug business since 1879, a period of 36 years. His early training was secured under the guidance of John M. Clark, the first president of the Georgia Pharmaceutical Association and a most distinguished pharmacist in his day.

He was for eight or ten years a delegate to

the annual meetings of the N. A. R. D. He is an ex-president of the Georgia State Pharmaceutical Association, and ex-member

GEO. D. CASE.

likewise of the State Pharmacy Board. An enthusiastic Mason, he has filled many important offices in the order.

RE-ELECTED TO THE STATE SENATE.

Will Brookley, the well-known Nebraska druggist located in Edgar, was sent back to the

WILL BROOKLEY.

State senate at the last election. Mr. Brookley is a Democrat, and his reëlection was a source of gratification to the druggists of the State. His standing among his fellow pharmacists is such that he was made president of the State association at the last annual meeting.

PROGRESSIVELY PROSPEROUS.

E. H. Watkins is a prominent druggist at Kane, Pennsylvania. He operates under the sign "The Kane Drug Company."

For a long time coal mines had a particular fascination for Mr. Watkins. He began working in one when he was ten years old. He picked slate, drove mules, loaded cars. At the age of twenty-one he entered a drug store at Lucas, Iowa—as far away from the sound of the pick as he could get at the time. In the due course of events he became a full-fledged, registered pharmacist; then the call of the coal

E. H. WATKINS, PH.G.

mines lured him back to the Keystone State. Not that he wanted to get back into a mine; near one, probably. He went to Philadelphia and entered Joseph Remington's College of Pharmacy, from which he graduated in 1889.

In 1892 Mr. Watkins was engaged as manager of the business he now owns. In 1900 he purchased a half interest, and in 1907 he bought out his partner. The business is now incorporated, and stock and fixtures foot the snug total of $12,000. Mr. Watkins is active in politics and is an enthusiastic Progressive.

D. S. Baxter, of Three Rivers, Quebec, and J. G. Brown, of Danville, Quebec, recently spent two weeks on a hunting and fishing trip. This is a picture of their cabin at Lake Curconcine.

Here we have a couple of moose shot by Messrs. Baxter and Brown—Baxter at the left and Brown at the right. A pair of fine specimens—referring to the moose, of course.

Dr. W. N. Thayer, of Napanoch, N. Y., spent a week last fall hunting deer in the Adirondacks, and incidentally brought down this black bear.

This is a picture of bruin showing a more speaking likeness of his majesty. Dr. Thayer is having a handsome rug made from the pelt.

All of which belongs to J. A. Long, of Geneva, Ind. The picture shows the two sons (Howard Albert Long and John William Long), the pony "Billie," and the dog "Rex."

C. H. Packard, of Boston, giving several children a horseback ride at his summer home in Meredith, N. H. The children were evidently willing to take a chance.

Six Miscellaneous Pictures.

J. T. Jobnson, Fergus Falls, Minn., reëlected last November to the State legislature for the third time.

G. G. Merry, Valliant, Okla., commissioner of McCurtain County.

Hon. Henry McCall, commissioner of public safety, St. Paul, Minnesota.

G. E. Poole, Townsend, Mont., treasurer of Broadwater County. Democrat.

Druggists in Public Office.

George H. Whitney, Mechanicville, N. Y., now filling his second term in the State senate.

Harvey P. Bissell, Ridgefield, Conn., Republican member of the State senate.

Gustave Simmons, Columbus Mont. Chosen to fill the position of county coroner at the election last November. Democrat.

William Neville, Conshohocken, Pa., ex-coroner of the county, and now Republican member of the State assembly.

Druggists in Public Office.

A SERIES OF ANNOUNCEMENTS TO READERS OF THE BULLETIN OF PHARMACY.

BY THE EDITOR.

We have lately been perfecting our plans for the 1915 BULLETIN. We have made arrangements to secure a great variety of interesting material, and in addition to what we shall get from private sources we announce the following public contests. We hope there will be a wide response to our prize offers this year:

ANNOUNCEMENT No. 1:

Prizes Offered for Papers on "Some Crises I Have Faced."

We offer $15.00 for the best article, and $10.00 and $5.00 each for the second and third best articles, under the title of "Some Crises I Have Faced." This theme is full of human interest. It has great dramatic possibilities. Every druggist has faced some sort of a crisis in his business life. He has braved financial failure—resisted or accepted a temptation to go into something hazardous—made a great dispensing or commercial blunder—been brought in contact with some great dilemma or danger. Please tell us about it. If you want your name suppressed, we shall observe your wishes.

$30.00 in cash for the three best papers!

ANNOUNCEMENT No. 2:

Prizes Offered for Papers on "How I Have Increased My Sales."

We offer $15.00 for the best article, and $10.00 and $5.00 each for the second and third best articles, under the title of "How I Have Increased My Sales." We want some live, energetic druggists to write papers on this subject. Tell us how you have secured new customers, put in new side-lines, developed your drug and prescription business, made special advertising schemes pay, or done anything else to increase the volume of your sales. This is the one subject of overshadowing importance to every retailer, and we shall be keenly disappointed if we don't get some rattling good papers from good men. We want personal narratives—stories of what *you* have done and just how far you have succeeded.

$30.00 in cash for the three best papers!

ANNOUNCEMENT No. 3:

Prizes Offered for Papers on "What I Have Done to Cut Down Expenses."

We offer one prize of $15.00 for the best paper, and $10.00 and $5.00 each for the second and third best papers, on "What I Have Done to Cut Down Expenses." This is almost as important a theme as that mentioned in the preceding announcement. We hear on every hand these days that profits are coming down, that expenses are going up, and that it is a harder and harder fight to make things come out right at the end of the year. This is true in all lines of trade. The best business brains of the country are endeavoring to increase sales on the one hand, and to cut down costs on the other. What have *you* done to watch your expenses and to trim them down as low as possible? Tell us.

$30.00 in cash for the three best papers!

ANNOUNCEMENT No. 4:

Prizes Offered for Papers on "Hobbies That I Have Made Pay."

We offer one prize of $15.00 for the best paper, and $10.00 and $5.00 each for the second and third best papers, on "Hobbies That I Have Made Pay." Nearly every druggist, like almost

every other man, has a hobby of some sort, but few druggists have capitalized their hobbies and made them pay. We know of one man who, compelled for reasons of health to seek outdoor relaxation, began keeping bees. In time he had 60 hives, and he made a handsome profit from the sale of the honey and even of the beeswax. More than that, he created a large demand for a cough syrup containing honey as one of its essential ingredients. Another man, being an enthusiastic hunter, and always having several fine dogs, developed a great sale on dog bread, dog collars, and numerous other things of a similar nature.

$30.00 in prizes for the three best papers!

ANNOUNCEMENT No. 5:

Prizes Offered for Papers on "Amusing Experiences in Collecting Bills."

We offer one prize of $15.00 for the best paper, and $10.00 and $5.00 each for the second and third best papers, on "Amusing Experiences in Collecting Bills." Here we get to something really interesting! Where is the druggist who cannot tell of divers and numerous incidents of an exceedingly humorous nature? We don't want serious papers. We don't want articles telling how to make collections. No, no—not at all! What we want are funny and interesting experiences that druggists have encountered in trying to get people to pay up. This contest ought to provoke some of the most entertaining "stuff" that we have ever printed in the BULLETIN.

$30.00 for the three best, most interesting, most laughable papers!

ANNOUNCEMENT No. 6:

Prizes Offered for Papers on "Prominent Men as Customers of My Store."

We offer one prize of $15.00 for the best paper, and $10.00 and $5.00 each for the second and third best papers, on "Prominent Men as Customers of My Store." This subject is also full of great interest. If you are located in the city of Washington, or at any of the State capitals, you have doubtless had many public men as patrons of your store. If you do business in Indianapolis, Boston, or any number of other places, you have probably had an almost daily acquaintance with literary celebrities. If you are in Newport, Saratoga, Florida or California, you have seen the great business men of the nation come and go. Please tell us about the prominent men that you have served at one time or another, and give us little human touches about them that will make them seem like men instead of statues. We ought to get some papers on this subject that will be as interesting as any that have ever appeared in the journal.

$30.00 for the three best articles!

ANNOUNCEMENT No. 7:

Photographs Wanted of Several Different Kinds.

Finally, we should like very much to secure a considerable number of interesting photographs for use throughout 1915. We don't especially care for any more pictures of drug stores. We are loaded up with them now, and have enough to last for several months. Furthermore, we fear that they have lost their novelty for our readers. What we especially want are photographs of subjects like druggists' homes, summer cottages, vacation scenes, hunting pictures, druggists' automobiles, druggists' children, and anything else of a novel and interesting nature.

We hope we shall get a very general and a very cordial response to these prize offers. Every one of the subjects mentioned is either full of human interest or of great practical usefulness. Please consider yourself personally invited to enter one or more of the contests—the more the merrier! Come along now and help us make the BULLETIN for 1915 the best ever!

Monthly Prize Questions and Answers.

In the four papers we are presenting this month there is discussed the feasibility of securing profitable business from factories, municipalities, big business concerns, etc. Each article describes actual methods that are being used to obtain revenue-producing returns from such widely diversified sources as those of country school boards, factory managers, Southern plantation owners, and directors of municipal affairs. That a store located in even a small town, and possessing a comparatively small amount of capital, can successfully compete with wholesale and out-of-town supply houses is well brought out in these papers. They point a way for the druggist to go after business outside of his store.

Can the Ordinary Druggist Secure Business from Factories, Municipalities, Big Business Concerns, etc.?

Answers to a question announced in August.

SCHOOL BOARDS.

By George R. Worley, Pharm.D.

The idea of an ordinary drug store selling supplies to large industries may not seem feasible, but that is exactly what we do. In country districts, before schools open in the

Geo. R. Worley.

fall, there are many institutions to be supplied with paper, ink, pens, chalk, blackboard erasers, etc. Of course one might think that these supplies are always purchased direct from the manufacturer, or through some school-supply house, but such, at least, is not the case in this territory.

Each town has its board of school directors that buys all needed items. We find out through the members of these boards when the meetings occur at which the next year's school supplies are purchased. We then make it our business to appear in person at these meetings to present our bids on the required supplies. In doing so we quote prices high enough to cover all handling expenses and to show us a fair margin of profit.

We always require from the different boards, samples of the school supplies upon which we have bid. We keep these on file for future reference and comparison after the stock of supplies has been received. In this way we avoid any misunderstandings that might arise from not furnishing what was ordered.

QUANTITY BUYING.

We mention at the board meetings that all supplies will be delivered free of charge to the main point of distribution. This cuts down freight and delivery charges for the different townships. We buy these supplies, direct from the manufacturer, after the orders for all of the schools have been obtained. By purchasing in such large quantities we can get the very best prices available.

Copies of all these orders are filed in the store, and we also send to each board clerk a copy of his order to be used as a record with which to check up, after the supplies are delivered to the distribution point.

In our receiving room we block off separate sections for each town or township, and as fast as supplies arrive for these respective boards we place them in their proper places. When all supplies are in (about the first of September) we find out the exact dates on which the different school boards meet to grant bills, etc. We then see that each order is delivered to the

point of distribution and that the bill is presented in full to the clerk of the board before the meeting. This gives the clerk time to check up supplies as ordered. Shortly after the meetings we always receive an order on the treasurer of the district board for the full amount of the bill. These orders are accepted as cash at our various local banks. This one feature alone makes the school supply business a feasible one, for cash customers are always welcomed; they are the ones which keep every business going.

Furthermore we come in contact with a great number of people, in this way, who are interested along educational lines. We get to know them better and they get to know both us and the store better.

THE STOCK CARRIED.

We carry a complete line of school books, tablets and other needfuls both for the town and country school pupils, so we are naturally known as the source of supply in this district. Each fall when school opens our store, with its offer of dollar articles for forty-nine cents, looks like a city bargain counter. We can give such bargains because we buy in large quantities at rock-bottom prices.

During the last school opening period that we passed through our receipts from school books and supplies alone amounted to over five hundred dollars.

We do not consider the profit from school books a living one, but there is a very good profit in school supplies if they are bought right. And we do buy them right.

The necessity for renewing their school supplies keeps young people coming into the store during the entire school year, thus keeping our name and personality before the students. This makes it possible for us to sell them the other necessities which a drug store contains.

All in all, I consider that the handling of school supplies is selling to one of the largest industries which the country district affords.

LINING UP THE FACTORIES.

By Harold C. Barr.

Every factory has a storekeeper of some kind; also a man whose duty it is to look after the injured, and one who buys the office supplies. I first find out who these particular men are, then make friends with them; sometimes they are already good friends of mine.

When this is done I see the man who really runs the factory, the manager, for it is through him that all business must come. I tell him that we would like to furnish the factory with bandages, gauze, adhesive tape, peroxide healing ointment, and everything else that might be needed along these lines. He may talk to me about the various articles, but the chances are that he will refer me to the person whose duty it is to buy these things.

THE PERSONAL ELEMENT.

This is where my personal friendship tells. The one I am referred to will tell me at what prices he buys adhesive tape, bandages, peroxide, etc. I find, from these prices, that I can compete with the mail-order houses that go after this business, and at the same time make money for my store. The factory buyer prefers to deal at home with some one he knows, if he finds out that he can do business as cheaply with the home dealer as he can with an out-of-town merchant.

There are certain advantages that we can offer this factory. It will not be required to carry so much stock, it can get quick service

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QUESTIONS FOR THE NEXT CONTEST.

This department is in the hands of the big family of BULLETIN readers, and the heartiest co-operation is earnestly urged. The following questions are announced for the next contest:

1. **What is the best way of going after the paint and wall-paper business?** *Submitted by Henry W. Bullard.*

2. **Is it worth while to handle garden seeds?** *Submitted by Franklin M. Korn.*

For the best answer to either of these questions we shall award a prize of $5.00. Other answers, if printed, will be paid for at regular space rates. Every answer must be at least 500 words long and in our hands by February 10.

from us whenever needed. The bother of ordering goods from some distant house is done away with. After I once have the ball rolling along this line I make additional efforts to secure more business from the same firm.

A good concern usually keeps its plant in a sanitary condition. By using the same methods as before I can oftentimes sell disinfectants and many other health promoters that a drug store carries. Office supplies are sold in the same way. An office is always needing something in the supply line, and when the concern has an account at our store the buyer does not mind paying a little more if he can get the goods right away.

BE "A GOOD FELLOW!"

When I have one factory dealing at our store, I go after another in the same way. I endeavor to make friends with all employees—to be a "good fellow." This, to my mind, is the thing that helps most in getting the business from these concerns.

In going after the business of the city departments I explain to the directors of municipal affairs that we will give them a special price on anything we handle. That gets them to start an account with us. We sometimes hint to them that the cheaper they run the city affairs the more favorably the people will think of them.

The hospital business we get by having the doctors plug for us, and by treating the head nurse and matron in the proper manner.

PERSONAL SOLICITATION BROUGHT RESULTS IN THIS CASE.

By F. A. Still.

I am manager of what would be classed as a very ordinary drug store; that is, a small store with about $4000 invested in stock and fixtures, located in a town of 2500 population. We have no really big concerns to deal with, yet there are several establishments here that could, if they saw fit, buy their supplies from wholesale houses on the same terms that we do.

I have worked out a plan to get a good share of their business. Arkansas City, where I am located, is on the Mississippi River and has a number of levee contractors who use quite a good deal of the merchandise in our line. In and around our town we have six levee contractors, three saw mills, one shingle mill, several logging camps, and a number of plantations. We have accounts with them all, besides having one with the county, of which our town is the county seat.

TWENTY GOOD ACCOUNTS.

Five years ago we were getting business from only three of the concerns, but now we have about twenty accounts of this nature. I went after all the different accounts in the same manner, that is, through personal solicitation. The first chance we got at any "big" business was one to furnish the county jail with all its medical supplies. This opportunity was secured through the medium of our physician and by having personal friends among the county officials.

I have become acquainted with, and can

Arkansas City, Ark. ..... 191....

Please deliver to ..... $.....

..... DOLLARS

in Merchandise and charge to account of

To

Dedman's Drug Store .....

The order slip that a business concern fills out for an employee.

claim as friends, the managers of the concerns I have mentioned, and these men turn over much business to me in the course of a year. I have given to each of them order blanks like the one illustrated in connection with this article. An employee presenting one of these blanks filled out by his manager can secure goods to the value of the order. I allow ten per-cent discount on all orders the managers send to me, and this special inducement brings a great deal of business to the store.

A very large part of our trade is obtained from colored people who work for the various concerns. We make special efforts to win their confidence and custom, letting them know that we are reliable and responsible druggists who wish to make right anything that is wrong and that we handle only the very best goods obtainable.

CATERING TO PLANTATION EMPLOYEES.

The colored people use a great number of toilet articles. I cater especially to this part of their trade and have taught them that I am to have something new at regular intervals, and that it is always of the first quality. Nine

out of ten of the negroes who get orders from their employers on a drug store will specify ours.

On a near-by plantation there is an old negro who had been suffering with rheumatism for three years. I accidentally cured him by selling the right medicine at the right time. On another occasion I filled for a negro a very difficult prescription which a good many other druggists had failed to successfully compound. Both these persons spread my name all around so that when any member of the laboring force on the plantation talks of buying or of needing drugs, these and other satisfied customers among the race quickly advise that an order from the "Boss" to Dedman's Drug Store is the thing for him.

THE REQUIREMENTS.

To sum it all up I find that personal attention to every customer, coupled with honesty and the right goods, secures business from the big concerns as well as from the little ones. It is just as necessary to cultivate the friendship of the most humble member of the concern as it is to get the influence of the manager. Each individual has his own ideas and can have influence for or against a certain store.

By the means mentioned I now sell hundreds of dollars' worth of my line every year, getting the money which used to go direct to the wholesaler.

CREATING SALES OPPORTUNITIES.

By William J. Richards.

The ordinary drug store, no matter how small it is, can get big business. All that is needed is a field of big concerns to draw from.

There is only one way of getting this business and that is to "go after it." We have found that it is not necessary to cut down prices so low that we cannot make a legitimate profit. The large concerns and municipalities in their dealing with outside firms know that they have to pay for merchandise a certain price which yields to the seller a certain profit. It has been our object to meet the prices made by these outside concerns, and when we do so, we generally find that the local corporations prefer to do business through the home merchants.

THE QUESTION OF PROFIT.

Of course, in some cases, we have to figure margins closer than in ordinary sales, but generally the amount involved is so much larger than it is in a counter sale, that we are well paid, even with a smaller margin of profit. Also, as a rule, the items are likely to be things which we do not carry in stock, so there is no need to figure overhead expense. What we make on the deal is clear "velvet."

It is well to cultivate the friendship of purchasing agents of the mills and factories in town, of the city officials, and of the officers of different lodges and organizations.

In a general way we know what these concerns and organizations are in the market for at various times—things they use throughout the year that we can supply, if given the opportunity. We write personal letters to the men who have buying authority, asking them for an opportunity to bid on goods which they may be in the market for. At these times we quote them a few quantity prices on certain commodities that they use at all times.

From various sources, as newspaper reports or local gossip, we learn of anything special that is going to be needed by the organizations and send in a quotation at once, before any are received from outside sources. With relation to our city departments, for instance, we either attend the council meetings or watch for the proceedings published in the newspapers. If we notice that appropriations were made for some new venture or for the restock of staple supplies, we see if there is anything in the wants that we can supply. If there is we put in our bids.

In conclusion I would say that a druggist, regardless of the size of his stock, can go after "big business" profitably and get it. However, he has to go after it hard and use the best of judgment in his movements.

The question to be discussed next month in this department is of particular importance to nearly all druggists: "What are the best methods of introducing a preparation of your own in the city or neighborhood?" We have four or five rattling good contributions on this vital theme.

AN ATTRACTIVE STORE IN NEW YORK STATE

Modern ideas in drug-store equipment have been incorporated in the outfitting of the recently opened store of Berwick & Company at Poughkeepsie, N. Y.

Along the walls on both sides of the store are mahogany fixtures, the shelves of which are enclosed in glass. These wall-cases extend from the floor to the ceiling, giving ample room for display. Sliding ladders facilitate the easy handling of stock. The show-cases are of glass in the silent salesman type.

The soda fountain is finished in onyx and is in charge of an experienced dispenser. Hot water is provided at all times, serving to promote sanitary conditions about the fountain. Two registered pharmacists give their entire time to the conduct of the prescription business. This department carries a full line of standard pharmaceuticals and of physicians' and sick-room supplies.

A feature of the store is a department where all women's requirements are catered to by a young woman clerk, experienced in the selling of drugs, sick-room supplies, and the like.

E. S. G. Berwick, manager of the company, has had over twenty-three years' experience in the drug business, during twenty-one of which he was connected with one of the largest concerns in New York City. On the opening day Mr. Berwick gave souvenirs, consisting of perfumes, soaps, and candies, to all purchasers.

The recently opened store of Berwick & Company, Inc., Poughkeepsie, N. Y.

THE DRUG BUSINESS IN FAR-FAMED ALASKA

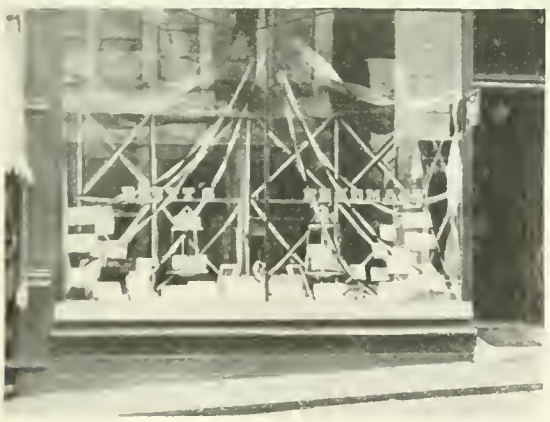
Concluded from page 507 of the December Bulletin

By GEO. G. REIS

Some time ago Congress passed a bill appropriating $35,000,000 for the purpose of building a government railroad in Alaska. But passing a bill and building a railroad are two

J. W. Doran's store, Juneau.

different matters entirely. Deciding on a right of way, surveying it, grading it, laying the steel, and putting the project into reality generally—all this not only requires a vast amount



The Britt store at Juneau.

of money but quite a considerable length of time. It is a man's job.

That there will be more or less of a boom following the construction of this railroad there can be no doubt. Coal, copper, gold, and oil properties, as well as agricultural lands, are at present for the most part exceedingly difficult of access. The working of many rich mines is now unprofitable, owing to the prohibitive transportation rates and poor facilities generally. The railroad under consideration cannot tap all of these properties and interests; the country is too big. Therefore the momentous question arises, from what point will this railroad start and what point or points will be its objective?

Big and wonderful development will take place along the line of this railway. New towns will spring into existence; present small towns will grow into large ones; capital will be invested; many properties at present lying practically dormant will be imbued with renewed vigor; everywhere there will be new

Ketchikan Drug Co.'s store.

activities and new opportunities. But the problem is—where?

There are 83 physicians and 17 hospitals in Alaska. Prescription writing is practiced almost exclusively. Owing to the small quantity of live stock in the two territories, but few veterinary remedies are carried by druggists. There is not a veterinarian in all Alaska.

The snapshots which illustrate this article were taken by the writer during the early part of the summer of 1913.

Sitka is the most unique and the quaintest town in Alaska. It was the original capital, and it was here that the transaction for the purchase of our northern possession was carried on. Mining operations and many fisheries abound at numerous tributary points.

Sitka has a small hospital owned by Dr. J. W. Johnston, and 15 miles distant is Hot Springs Sanitarium, owned by Dr. Fred L. Goddard. It has one drug store, operated by C. M. McGrath.

Douglas is the residence portion of the great

Ryus Drug and Jewelry Co., Ketchikan.

Treadwell gold mines. Gold was first struck here 25 years ago. These mines are operated continuously day and night with the sole exceptions of Christmas and July Fourth. The roar of the mammoth ore-crushers can be heard at Juneau, several miles distant.

Douglas has four physicians and two dentists. Located here, also, is St. Ann's

Wrangell Drug Co.'s store.

Catholic Hospital. There are two drug stores in Douglas, one operated by Elmer E. Smith, and the other by Dr. Guy F. Smith. The population of Douglas is 1722.

The capital of Alaska is Juneau, which is supported by extensive gold-quartz mining operations and lumber and shingle mills. There is a Catholic hospital (St. Ann's) operated here, also. There are five physicians, three dentists, and four drug stores, the latter run by William E. Britt, J. W. Doran & Co., the Juneau Drug Co., and the Butler-Munro Co. The population of Juneau is about 3500.

Ketchikan, with a population of 2000, has several lumber mills and salmon canneries. It is also the trading point for a number of tributary mining camps, such as Klawack, Craig, Sulzer, and Fishegg. Here are located St. John's Hospital, nine physicians, and two dentists. There are two drug stores. We are reproducing a snapshot of both of them—the Ketchikan Drug Co.'s store, and that of the Ryus Drug and Jewelry Co.

Wrangell is one of the oldest of Alaska

Shurick Drug Co.'s store, Wrangell.

towns, and it was from this point, by the way of the Stikine River, that the first gold strike of importance was made in British Columbia. Lumber and shingle mills are located here as well as salmon canneries. There are two physicians in Wrangell, and both conduct their own drug stores. There is one dentist. We are reproducing pictures of Wrangell's two stores, that of the Shurick Drug Co., Dr. S. C. Shurick proprietor, and of the Wrangell Drug Co., Dr. L. P. Daws, proprietor.

There are two doctors, one dentist, and one drug store at Seward, which has a population of 534. This place is the terminus of the Alaska-Northern Railroad, and the transfer point for far northern districts along the Aleutian Islands. A number of mining properties are under course of development. Sew-

ard's drug store is run by H. J. Vaughan & Son.

Skagway is the southern terminus of the White Pass & Yukon Railway & Navigation Co. This was the original gateway to the Klondike, and many thousands of fortune-seekers passed through here in the early 90's. Before the railroad was built it was necessary to carry all equipment and provisions on one's back over the famous Chilkoot Pass. Hundreds paid the "toll of Chilkoot" with their lives. There are two drug stores, one physician, and one dentist. The White Pass Gen-

The Britt store at Skagway.

eral Hospital is located here also. The drug stores are owned by William E. Britt, and Keller Bros.

Cordova, boasting of a population of about

Keller Bros.' store, Skagway.

1100, is the terminus of the Copper River & Northwestern Railway, owned by the Guggenheim-Morgan interests. The road extends to McCarthy, Chitina, and the Kennicott mines, bearing the richest copper deposits in the world. From Cordova, during the winter months, extends the mail and express service by stage to Fairbanks and interior points. Two physicians and one dentist live in Cordova, and there are also two drug stores and a hospital, the latter owned by the railway company. The drug stores are conducted by the Cordova Drug Co., and the Northern Drug Co.

Valdez, with about 1000 people, also has two drug stores. There are five physicians, two dentists, and one hospital. The importance of Valdez is due to its lumber and shingle mills and to the fact that it is the trading point for Port Wells and numerous other districts where private mining properties are under course of

Cordova Drug Co.'s store, Cordova.

development or operation. There is perhaps more private ownership by individuals here than in any other section of Alaska. The two stores are owned by the Owl Drug Co., and the Valdez Drug Co.

Dawson, Yukon Territory, is on British soil. This is the trading point for Bonanza, El Dorado, and many other tributary creek operators.

Dawson—Klondike! These two words seem, in a sense, synonymous. Singly or linked they served as the magnets that drew many thousands of gold-seekers, in the early days when gold was first discovered. The sluice-box and gold-rocker have practically disappeared, however, giving place to the largest dredges in the world. These dredges take old, worked-over ground, many tons each hour, and

McClennan's, Dawson.

extract from it the fine, left-over gold. The operation yields a very handsome profit.

Two hospitals—St. Mary's Catholic and St. Matthew's Presbyterian—are located at Dawson. There are six physicians, two dentists, and three drug stores, the proprietors of the

latter being W. M. Cribbs, J. L. McLennan, and T. C. Gibson.

Fairbanks is the largest city in Alaska, its population being 3541. Located here are a Catholic hospital and two drug stores. The

Red Cross store, Dawson.

Red Cross Pharmacy, Dunham & Clark proprietors, is the name of one, and the other is owned by McIntosh & Kubon.

Fairbanks is one of the five largest gold camps in the Alaska and Yukon territories, and is the logical trading point for many creek operators, such as Esther, Chatanika, etc.

Nome is on the shore of Behring Sea. At one time (1900) this was the world's largest placer gold camp. Its population has dwindled somewhat, however, at present being 2500. It is the trading point for a vast surrounding country, where dredges and sluice-boxes are much in evidence. Perhaps Nome to-day is the largest placer gold producer in Alaska, and there are prospects of very extensive quartz

Red Cross store, Fairbanks.

development in the future. Nome has two drug stores, four physicians, and three dentists. There is one hospital—the Holy Cross. The drug stores are those of Butler, Mauro & Co., and Hill's Pharmacy.

At Haines is located the Haines Drug Co.; at Petersburg, the Petersburg Drug Co., Dr. H. C. Pryor proprietor; and at Ruby, the Red Cross Drug Co.

Let it be repeated here, as in the previous article, that at present there seems to be no opening for drug stores in Alaska. The time may come when a fuller development of this northern country's resources may warrant new ventures, and then conditions may be different. Much, as already intimated, depends on the government's railroad. It can hardly be ex-

St. Mary's Hospital, Fairbanks.

pected, however, that this enterprise will have been so far advanced that practical results can come out of it for quite a number of years yet unborn.

Nevertheless Alaska is a wonderful coun-

Hill's store, Nome.

try. Of the scenic grandeur along the entire route of ocean, rail, and inland travel, it would be unjust to speak in detail. It is beyond description.

The writer at one time met a young German army officer on leave of absence, who was touring southeastern and southwestern Alaska.

"How do you like our scenery?" was asked.

"My, my! You Americans!" was the reply. "By the thousands you come to Europe; by the million dollars you spend your money to see it; yet we have nothing like this in Europe. Our Alps do not compare. I am sorry I must so soon return."

DISPLAYING HOT-WATER BOTTLES AND FOUNTAIN SYRINGES

By ROY S. WARNACK

During the months just past we have made several window displays of syringes and hot-water bottles. If we are making a special offer on any one syringe or bottle in our show window, I supplement this by a display inside. I clear off the top of one of our six-feet floor cases and arrange a display on it, using a large

A section of shelving devoted to rubber goods display.

card with price and worded briefly: "As advertised in the window."

If the goods shown in the window are our standard brands at regular prices, then the window card lays stress upon quality and serviceability rather than price, and I do not use inside display except that shown in the accompanying illustration. This display is very simple, and I keep it in place pretty much the year 'round.

It is easily constructed. One section of the wall fixtures is given over entirely to it. The best grade of white matboard, either grained or rippled, is cut to fit the spaces between the shelves, and this is tacked on a light frame and set on the shelves so that it reclines at an angle of about forty-five degrees. Narrow strips of cardboard containing appropriate wording are tacked along the edges of the shelves. Small hooks screwed into the frame for hanging the goods on complete the arrangement.

The effect of the maroon- and chocolate-colored rubber against the white cardboard is very striking indeed; and it is practically impossible for a customer to leave our store without seeing the display.

Just a word about the kind of goods to handle. No dealer can expect to build or hold a large trade in rubber goods who buys in small lots from various houses, sometimes having a half-dozen different makes during a year. He does not always feel like guaranteeing such goods, no matter what he may charge his customers, because very often he doesn't even know who the manufacturer is.

Choose one make, or possibly two, which will be suitable to your community, pay enough for the goods to insist upon a guarantee from the makers, and then stand behind them by guaranteeing them to your customers.

When claims are made, adjust them in such a manner as to make friends for the store. Once in a while you may get soaked by having to take back a syringe that has "just melted away" from the injudicious use of olive or some other oil. But if you do make the exchange, be good-natured about it. Smile. For a grunt, a snarl, or a look of disgust added to an exchange is worse than no exchange at all!

We have something good for the February issue of the Bulletin. There will be three or four mighty interesting papers from druggists' wives entitled "If I Married Again Would I Marry a Druggist?" Don't miss them.

WHAT WE DO WITH OUR CHRISTMAS LEFT-OVERS

By ARTHUR P. STUART

To sell the largest possible amount of merchandise during the holiday season requires a stock more than sufficient to meet the demands of patrons. Customers like to buy where the assortment is complete, and in order to catch the last-minute buyers we are forced to have on exhibit for them seemingly as complete a display as we do at the beginning of the season.

This necessitates carrying over an appreciable part of the holiday line—goods which we are sometimes prone to think can be sold only at one period of the year.

For a number of years it was our custom to take whatever items remained unsold after the holidays, wrap them up carefully, and place them away to accumulate dust until the next Christmas-time rolled around. Then we would dig them out, look them over, and in order to get rid of them be obliged to offer the goods at a considerable discount from their first selling price.

Three years ago we decided that this method of disposing of the left-overs wasn't paying our fares to any State conventions, so we began to cast about for ways of selling, during the year, the articles we did not get rid of at Christmas.

A show-case which had been given over to holding odds and ends of sundries was cleaned out, and in it was placed a showing of toilet and manicure sets, fancy brushes and mirrors, shaving outfits, Parisian ivory novelties, and high-grade leather articles. A card reading "Birthday Suggestions" was put in the case, and the assortment of goods was changed from time to time so that our regular customers would not see the same articles every time they entered the store. From this case, in the course of the year, we now sell many different items to be used as birthday and anniversary gifts.

CHRISTMAS LEFT-OVERS FOR WEDDING PRESENTS.

During the month of June, the "marriage month," we run a window show of the more expensive sets and novelties as suggestions for appropriate wedding gifts. The display always produces good results.

Card playing is one of the popular diversions in our community, many parties being held during the winter months. A display in the window of a variety of playing-card sets and other items from our holiday left-overs, suitable for use as prizes to be awarded at the many public and private card parties, usually means the sale of several of the articles displayed. In addition a window display of this sort invariably sells numerous packs of playing-cards, score pads, favors, and the like.

In common with all merchants dependent upon public patronage for their support we are quite frequently asked to contribute to fairs held under the auspices of the different churches and fraternal societies. To those organizations that we help in this manner we generally give some one of the left-overs, which although attractive and useful has defied all efforts to sell it.

SELLING THE VACATIONISTS.

As we always devote considerable of our holiday appropriation to the purchase of travelers' toilet sets we usually carry over several of these, comprising manicure, shaving and combination sets, together with empty travelers' cases for holding various toilet utilities. During the summer months, when vacations are in full swing, a display of these sets will bring many vacationists into the store to fit up their traveling bags, not only with the goods on display but likewise with other outing needfuls.

From time to time we send to names, selected from our mailing-list, announcements of the articles we carry that are suitable for birthday, wedding, anniversary, or commencement gifts. People are oftentimes at a loss to know what is appropriate on such occasions, and a few pertinent suggestions do not come amiss.

SELLING BY INSTALMENTS.

Featured prominently each year in our assortment of Christmas merchandise has been

what is known as "stock pattern" sets of toilet accessories, comprising such articles as combs, brushes, mirrors, files, shears, cold cream and powder jars, shoe-horns, etc. The idea of carrying "stock pattern" sets, with the individual pieces obtainable at all times, has long been practiced by dealers in crockery.

Many of our customers, particularly those who desire to give presents that are of good quality, but who cannot afford to expend very much money on any one occasion, buy these sets one piece at a time. That is, at Christmas they buy the most expensive item, which is usually the mirror. Then at other times during the year, as on birthdays and anniversaries, they purchase, one by one, the other articles going to make up the set, oftentimes spreading their purchases over a couple of years before the complete assortment is obtained. We have found that this method of carrying in stock toilet sets, the various pieces of which may be secured at any time, has enabled us to dispose during the year of an appreciable quantity of goods that could be sold in no other manner.

A STRIKING FACT.

We are now not only enabled to buy our Christmas goods in quantities sufficiently large to more than meet the demands of our customers at the holiday season, but we also dispose each month of a considerable amount of merchandise that we had once thought to be salable only during the limited holiday buying time. In fact, from a desire to get rid of a few left-overs, we have developed one of the most profitable side-lines in our entire business.

ANALYTICAL WORK PERFORMED BY A DRUG FIRM

That there is an ample field for druggists to secure profitable returns from the scientific side of the business is being demonstrated by the firm of Hilton & Heffner, Lock Haven, Pa. This concern furnishes at reasonable rates ac-

Edgar F. Heffner.

curate analyses of urine, drugs, minerals, foodstuffs, etc. There is a growing demand for analyses of many sorts, and it is an indication of the up-to-the-minute policy of Hilton & Heffner that they have put themselves in position to do such work.

Edgar F. Heffner, one of the members of the firm, is a well-known figure at national conventions, particularly of the N. A. R. D. Several articles both of professional and commercial interest have been contributed by him to pharmaceutical literature. Mr. Heffner is a leading member of the Pennsylvania State Association, serving for a number of years as secretary. At the last meeting of this association Mr. Heffner was elected president for 1914-1915.

We are reproducing the text of the four-page circular and price list that Hilton & Heffner use to advertise their analytical department:

Page one:

DRUG, FOOD, MINERAL, URINE ANALYSIS.

We can furnish an accurate analysis of drugs, minerals, etc., and furnish herewith a list of charges for this work.

These analyses will be made in a separate, modern, completely equipped chemical laboratory by Mr. Lyol Bush, a graduate of the special chemical department of the Philadelphia College of Pharmacy.

This schedule of charges covers the determinations most frequently desired, and estimates will be cheerfully furnished for special work or complicated analysis.

HILTON & HEFFNER,
CLINTON COUNTY'S MODERN DRUG STORE,
LOCK HAVEN, PA.

Page two:

These prices apply to single determinations. If two determinations are desired on the same sample, the charge is reduced ten per cent; if three or more determinations are desired on the same sample, the charge is reduced 15 per cent. Where the same test is desired on two or more samples, the charge is reduced 10 per cent, providing the samples are submitted at the same time.

Urinary—

Qualitative test for sugar and albumin.....$1.00
Quantitative determination of sugar..... 2.00
" " " albumin 2.50
" " " uric acid..... 2.50

Milk—

Total solids.....$2.00
Butter fats, Adams' paper coil method..... 5.00
Milk sugar..... 2.50
Qualitative test for the following preservatives:
Formaldehyde.....
Boric acid.....
Salicylic acid..... } Each determination, $1.00
Benzoic acid.....
Sodium carbonate..

Butter—

Moisture.....$1.00
Ether extract (fat)..... 3.00
Salt..... 1.00
Casein..... 2.00
Volatile fatty acids..... 2.50
Determination of adulteration with oleo fat... 2.50

Cheese—

Nitrogen.....$2.50
Fat..... 3.50

Oils—

Qualitative determination of adulteration of olive oil.....$2.00
Detection of adulteration of linseed oil..... 2.00
" " " " turpentine..... 2.00

Tea—

Tannin.....$2.00
Caffeine (or thein)..... 3.00

Page three:

Water—

Technical, to determine suitability for boilers $2.50
Sanitary, to determine suitability for drinking 5.00

Honey—

Detection of cane sugar adulteration.....$3.50

Insecticides and Fungicides—

Lime-sulphur solution for sulphur.....$3.00
Paris green, total arsenous oxide..... 3.00
" " " copper..... 2.00

Canned Vegetables—

Detection of poisonous metals.....$2.00

Jellies—

Detection of gelatin.....$3.00

Beer—

Alcohol.....$2.00
Extract..... 1.00
Total acids..... 2.00
Reducing sugars..... 2.00

Distilled Liquors—

Alcohol.....$2.00
Fusel oil.....10.00
Detection of methyl alcohol (wood alcohol).. 5.00
" " coloring matter.....10.00

Flour—

Gluten.....$2.00
Starch..... 3.00

Paint—

Pigment.....$2.00
Analysis of pigment each determination..... 1.00
Examination of vehicle..... 2.50

Formulas of metal polishes, varnish removers, washing-powders, self-rising flour, disinfectants, etc., worked out, prices according to difficulties.

All kinds of minerals analyzed, complete or for certain metals.

Medicines tested for alkaloids and inorganic constituents.

Page four:

Coffee—

Determination of adulteration with chicory....$2.00

Flavoring Extracts—

Quantitative determination of alcohol.....$2.00
Qualitative determination of methyl alcohol (wood alcohol)..... 5.00

Vinegar—

Total acids.....$2.00
Qualitative detection of mineral acids..... 1.00

Confectionery—

Paraffin.....$5.00
Glucose..... 2.00

Aqua Ammonia—

Detection of adulteration.....$1.00

Baking Powder—

Qualitative tests for phosphate, alum and ammonia.....$1.00
Quantitative estimation of cream of tartar.... 3.50
Quantitative estimation of starch..... 3.00

Stock Feeds—

Ash.....$1.00
Crude fat..... 3.00
Protein..... 2.00

Coal—

Moisture, ash, volatile matter, and fixed carbon.....$5.00
Sulphur..... 3.50

Fertilizer—

Total phosphoric acid.....$2.50
Nitrogen..... 2.00
Potash..... 3.50

Iron or Steel—

Sulphur.....$2.00
Phosphorus..... 2.00

Clay—

Silica, aluminum, iron, magnesia, lime, alkalies.....$10.00

A WINDOW DISPLAY OF PACKAGE CONFECTIONERY

By ALEX F. PETERSON

To successfully connect an event of local or national interest with a line of goods intended for sale usually results in added business along that line.

During the last presidential campaign almost everybody was talking about the three candidates and their possibilities, and we made use of the fact to run a candy window with a political touch for its central feature.

Placed on a pedestal in the middle of the window was a ballot box filled with imitation ballots, each bearing the name of the confections we were displaying.

The frame of the ballot-box was made by fastening together two squares of brown-stained board by means of four rounded sticks coated with silver bronze.

A slot was cut in the center of the top board for the ballots to pass through, one ballot being fastened so it appeared to be right on the point of sliding into the box.

Inside of this frame was set an eight-inch goldfish bowl containing the ballots in plain sight.

The window sign was made by cutting out lithographic reproductions of the three candidates, pasting them on the card and filling in the background in black by the aid of a Glaseptic Nebulizer. The card read: "The result of the presidential election may be in doubt, but Huyler's Candy is the unanimous choice."

The various packages of candy were displayed on the floor of the window and on pedestals in the background.

While this display was used at a presidential election its utility is by no means confined to that one occasion, for with slight variations it may be made to serve at local or State elections, or even in a popularity contest. It is likewise applicable to many other lines besides that of candy.

Next month we shall have a very important article on prescription pricing, incorporating the views of a number of druggists.

IN AND OUT OF THE DRUG BUSINESS

By ARTHUR L. BUZZELL

I.

Scuddie Hunk, long, lean, mosquito-like, drove a milk wagon. He was tired of it. There wasn't much amusement to be gleaned from getting up at two o'clock in the morning. He got $48 a month, free milk, and was not required to account for broken bottles. A week before, through the death of an uncle, Scuddie had come into $800. This, added to the $400 hidden away in the handleless brown pitcher, gave him a working capital of twelve hundred.

Mrs. Hunk, fat and stubby, wanted to buy a home, but a certain captain of finance had told Scuddie that it didn't pay to own a home; that taxes, insurance, repairs, depreciation, and so on, "et up all the profit, an' there wa'n't nothin' left." The certain captain of finance was Scuddie's landlord, who owned seventeen homes, besides his own.

Since becoming a capitalist, Scuddie had pondered long, wide, and deep, the pressing, throbbing problem being what line of financial activity he should heave himself into.

"The butcher business is a good business," Scuddie had told his wife, "an' it pays good; especially after you've learned how to weigh yer hand with the meat. But what's the difference between gettin' up at two o'clock in the mornin' t' peddle milk an' gettin' up at two o'clock in the mornin' t' kill a calf—hey?"

"What's the matter with groceries?" asked Mrs. Hunk.

"Groceries is all right if yer a circus performer," replied Scuddie. "The profit is so all-fired small that you got t' keep floppin' yer stock, like a Japanese tumble-bug does a barrel with his feet. You see I've been keepin' my eyes open!"

"Well, Meyer & Co. does a good business, an' make money."

Scuddie ignored the opportunity for argument, and continued:

"I've looked int' furniture an' undertakin', too. Undertakin' is a good business and pays good, if you have good luck. But a man don't want to be nervous. He wants t' be a good sleeper if he's goin' t' be an undertaker. Layin' awake nights an' undertakin' don't go t'gether worth a cent."

"Ugh!" exclaimed Mrs. Hunk. "You don't need worry about the sleep end of it."

"Then there's the hardware business. But somehow that don't appeal t' me. Th' drug business does. An' it's all profit. You sell a man a pound of salts f'r ten cents. They cost one cent; an' if yer a little foxy with yer weights, you can fix it so they don't cost nuthin'."

So Scuddie Hunk bought a half-interest in Eldridge's Pharmacy. He paid Jim Eldridge $1200, and a new sign was painted—Hunk & Eldridge, the order in which the names should be placed being determined by lot.

Two days later Jim Eldridge departed, destination wholly unknown. And then, like an avalanche, down swooped the creditors. Scuddie hired a lawyer and did what he could to protect his interests, but there were only two courses open. Either he could forget his twelve hundred and go back to the milk wagon, or he could assume all outstanding obligations at the rate of sixty cents on the dollar and stand pat. He chose the latter. He signed promises to pay which footed a total slightly in excess of $1700, and squared away for action.

The revised sign read "Hunk's Drug Store," and a registered pharmacist cost the eager proprietor $90 a month. An inventory showed stock and fixtures to be worth $2300; goodwill wasn't worth a cent, for there wasn't any. Sales ran from $4.50 to $11.80 a day, and at the end of the first quarter Scuddie calculated that his luckless venture had netted him a loss of $267.67.

"This won't do, Belle, at all," he said. "Somethin's got t' be done. Guess I'd better sell out."

"Sell out!" exclaimed Mrs. Hunk, contemptuously. "Sell out! You make me laugh. You was sold out before you bought in."

II.

Out in Hemmelville, South Dakota, two young men sat in a little coop of a frame building and grinned at each other.

"Some ginks, I guess!" advanced the sorrel-topped one.

"Stung don't express it. We're et up!" responded the one with a wart on his nose.

"Who suggested buying this business—you 'r me?"

"You, you bonehead! You hounded me day an' night till you got me into it. An' now——"

"Not by a darnsite," broke in the other. "Ain't you the guy that spotted that advertisement? Didn't you fetch that paper t' me an' say, 'Here, Al, is the chance of a lifetime?' Didn't you——"

"Oh, well! What's the use? We're here; we've got to make the best of it."

"There's one thing what th' feller didn't lie about, anyhow. There's plenty a' land t' sell." And they both looked out through the open door across a seemingly limitless expanse of russet level, and laughed.

They were from Iowa: Al Chase and Jake Ketchem. They had wanted to go into the real estate business—and had, via an advertisement in a St. Paul paper. They had paid the man in St. Paul $800—$400 each—for "a thriving business in a growing town; office building, maps, charts, lists, good-will, and all. Good for ten thousand a year, or it ain't worth a cent."

The "growing town" consisted of a depot four sizes larger than a piano box, three mauve elevators, a general store, a lumber yard, a combination barber and harness shop, a blacksmith shop, Red Ole's saloon, a bank smaller than the depot, and a drug store—these in addition to eleven embryonic dwellings and the office of the Northwestern Land Company.

"We need some business stationery, t' begin with," ventured Jake presently, by way of leading up to the practical.

"Chase & Ketchem!" pronounced Al, sarcastically.

"Aw, be a sport! We ain't the only toothless fish there are in the world. It's up t' us t' get our money back."

"I've said good-bye t' mine. Wish I'd bought an automobile."

"Automobile! What kind of an automobile can you get f'r $400?"

"Well, a bicycle, then. Er a pair a' roller skates, even. It's a long ways back t' Iowy."

"Listen! There's some one comin'."

"Our first customer. Soak him f'r a couple sections, Jake!"

The visitor introduced himself; Horace Higgins, the local druggist, he said.

"How d' you like it, far's you've gone, boys?" he asked, looking as pleasant as it was possible for one to look at Hemmelville, South Dakota.

"Oh, pretty good," responded Jake, noncommittally.

"You fellows are number five," continued the druggist. "This place seems t' be a good deal like the proverbial church-supper oyster. There's a string tied to it. Some sucker swallers it, an' then they pull it back an' start all over again."

"How long did the rest of 'em stay?" asked Al.

"Some over night; some a week; some a month. One old geezer stuck it out three months, but he was drunk all the time. When he got sober enough to climb onto a freight train he made a dash f'r the first one that came along. He wanted t' go east, but the train was headed the other way, and he took it."

"How long you been here?"

The druggist laughed nervously. "Two months," he said. "What I've been tellin' you is hearsay. I bought out a man by the name Grondahl; that is, I bought the place from Grondahl's guardian. He's in the insane asylum."

"Own yer building?" asked Jake.

"In a way, yes; building and four lots. I've got a good business. A man can make more money here in my line than he can on Michigan Avenue in Chicago. But it gets so damnably lonesome! I've got a stomachful. I've had enough. I want t' sell out. And that's what brought me over here t' see you. You won't be here more'n a week, probably; but when you go back t' wherever you came from, send me on a buyer. There's ten per cent in it."

"Ten per cent on what?" demanded Jake.

"Building, four lots, stock an' fixtures, a winter's supply a' coal—the whole outfit f'r, say, $5000. Worth eight, 'r it ain't worth a cent!"

Al held up both hands. "Help! help!" he cried.

III.

There was just one part of a drug journal that Scuddie Hunk was interested in, that being the "Wanted" and "For Sale" department. For Scuddie wanted something, on the one hand, and he had something to sell, on the other; and here is an ad. that attracted his attention one bright and golden morning:

FOR SALE OR TRADE.—Paying drug store in a prosperous, progressive little prairie city. Ill health. A good chance for a bright young man. Chase & Ketchem, Hemmelville, South Dakota.

"For sale or trade," murmured Scuddie. "I can't buy; an' mebbe I can't trade, but I'd like to!" He wrote and asked for particulars. In due time he got them; and Jake had put in a large part of a night seeing that they were couched in sufficiently alluring language. Scuddie got onto a train and went out.

Quite naturally, he went straight to the drug store. He found it closed; and on the door was a card stating that the proprietor had gone chicken-hunting and wouldn't be back until 5.30. Scuddie scrutinized this card very closely. There seemed to be something vaguely familiar in the handwriting.

From the drug store he went to the office of the Northwestern Land Co., and here he met with better success, finding both members of the firm at home—one asleep in his chair, the other playing solitaire.

The newcomer was accorded a hearty welcome, for it gave the office a businesslike air to have a stranger in it. Scuddie revealed his identity, and then began to ask questions.

"Who is this drug man?" he demanded.

"Why, he calls himself Horace Higgins," responded Jake.

"Where did he come from?"

"Don't know."

"What does he look like?"

"Mostly like the devil," replied the real estate man. "He seems to have lost his grip. That's why——"

"Short, stubby nose, smooth-faced, medium height, a little pussy, and bald-headed?"

"Yes."

"Shaves himself, uses musk, smokes cigarettes, an' is a little bow-legged?"

"Yes."

"You may have noticed two exceptionally long hairs in one of his eyebrows?"

"No."

"Well, they're there, just the same. That man's name is Jim Eldridge. He's my partner." Scuddie laughed uproariously.

Jake looked worried and an expression of disgust spread over Al's peroxide features.

"Then you didn't come here to buy——," ventured Jake.

"No," pronounced Scuddie, "I came here hopin' I might be able to trade, somehow. But I don't need to. That drug store is mine already. Now listen." And Scuddie unfolded the tale of his partial undoing. "What I want, boys," he concluded, "is the key t' that pill shop. Where'll I get it?"

When the chicken hunter returned he found his store open. Scuddie had secured the key from the postmaster, with whom it was always left when the druggist departed, and had taken possession, being at that moment busily engaged wrapping up a pound of saltpetre.

"Well!" exclaimed the druggist, thumping the butt of his gun on the floor.

Scuddie looked up from an awkward job of knot-tying. "Hello, Jim," he said. "What can I do for you?"

"A pint a' milk and a half a pint a' cream. You'll find the tickets in an empty bottle on the back door-step," responded Jim, with a grin.

IV.

"No, Belle," said Scuddie, a week later, "I didn't have no trouble with him at all. He was ketched dead-t'-rights, an' he knowed it. There was a bran'-new certificate in a big flat frame hangin' up above the prescription case. The name on it was Horace Higgins, an' it don't take much figgerin' t' get a line on what had happened: he'd gone up agin the Board under an assumed name. There wan't nothin' short a State's prison starin' him square in the eye, if I'd put on the screws—which I'd ha' done, you can bet yer sweet life, if he hadn't come across. He gave me a bill-a'-sale f'r the whole shootin'-match an' took the next train out a' town."

"Well, it looks t' me as if you was worse off now than you was before. You've got two drug stores, instead a' one."

"No I hain't, not by a long-shot! I got busy an' done a little high financin'. I sold the one out there t' the bank f'r $2000—enough t' pay

my debts on this one here. Then I made a quick J. P. Morgan turn and traded this here one f'r a big real estate business out there—buildin,' office fixtures, maps, charts, lists, good-will an' all—worth ten thousand dollars 'r it ain't worth a cent—gettin' a chattel mortgage back on this here drug stock an' fixtures f'r $1500. Oh, I ain't so slow!"

"Huh!" snorted the ex-milkman's wife.

"Them two soft spots out there didn't even take the trouble t' look up this end of the deal—jest banged right into it blind. I had 'em hypnotized. Easy? Like pourin' water into a cream can."

"You ain't puffed up, n'r nuthin'!"

"Well, I got a right t' be, by Heck! An' its you an' me, old girl, f'r the tall grass a' Dakoty!"

"What?"

"Yes, sir; jest as quick as we can load our red plush furniture onto the Northern Pacific."

"Well, listen t' me while I tell you somethin', Mr. Hunk. You can go, if you want t', an' good riddance; but this is jest as near t' Dakoty as th' visitin' pastor 'll ever ketch me. D'ye understand?"

"What's that? You won't go?"

"No, sir, I won't go. You needn't think that every time you yip that I've got t' roll over, like a pet pig!"

"You son-of-a-gun!" said Scuddie Hunk.

HOW I EXPLOIT A SIMPLE HOME REMEDY

By WM. G. GREENAWALT

The beginning was quite accidental. The development was like Topsy; it just grew.

More than a year ago an old lady over 80

GREENAWALT'S
COMPOUND
Syrup of Mullein
AN OLD-FASHIONED HERB MIXTURE
A valuable remedy for stubborn coughs and all bronchial affections
EFFECTIVE AND HARMLESS
A Good Safe Cough Syrup for Children
PRICE 25 CENTS
GREENAWALT'S
DRUG STORE
16 West Patrick Street

A newspaper adv.

years of age came into the store and asked me to prepare something for an annoying cough which had failed to yield to treatment.

I compounded a syrup of horehound and mullein, which to her delight and to my satisfaction gave her speedy relief. She was very strong in her praise of the preparation, and I found that so many were the calls coming in

GREENAWALT'S
COMPOUND
SYRUP OF MULLEIN
An Old Fashioned Herb Mixture
A valuable remedy for stubborn coughs and all bronchial affections
EFFECTIVE AND HARMLESS
Teaspoonful every 3 or 4 hours, or as necessary to control the cough
A Good Safe Cough Syrup For Children
DOSE: For Children, Half a Teaspoonful
Price 25 Cents
GREENAWALT'S DRUG STORE
16 W. PATRICK STREET
FREDERICK, MARYLAND

The label used by Mr. Greenawalt.

for it that I was compelled to make the compound in quantities.

I began to receive many favorable testimonials from users of the syrup, and resolved to prepare a number of samples for free distribution to those afflicted with coughs.

This advertising resulted in bringing many new faces to my store, people who not only took the free samples but also bought other articles. Aside from creating a big demand for the syrup, I could see that the advertising I was getting was increasing my sales of toilet articles, drugs, patent medicines, and the like.

The syrup itself is comparatively inexpensive, and I can therefore afford to advertise it quite extensively. It is especially suitable to recommend for old people and young children, as it contains no narcotic of any sort. It does not even contain alcohol.

As for means of advertising, aside from the very appreciable amount given it by satisfied users, I employ space in a local newspaper.

The syrup is put up in four-ounce Philadelphia ovals with a plain label on which are directions for use, and sells for 25 cents. Here is the formula:

Mullein leaves,
Horehound herb, ää.....8 ounces.
Water .....1 gallon.
Sugar, granulated.....8 pounds.

Mix the mullein and horehound with the water, bring to a boil, then strain and filter. Evaporate the liquid to a volume of one-half gallon, and then dissolve in it eight pounds of granulated sugar.

I submit the label I use for the regular package. My newspaper advertising has been quite effective, and I submit a sample advertisement, also.

MY BEST PAYING SIDE-LINE—Reliable Fountain Pens

22d Paper

By THORNTON N. SOMERS

For a number of years I had carried fountain pens, but only in a half-hearted manner. My stock, when complete, consisted of a two-dozen case of one make of pens. They had never been featured to any extent. They were carried, as were many other side-lines, merely to enable me to say that my store could be depended on for everything to be found in a well-stocked pharmacy.

Indeed, my experience in selling fountain pens had led me to feel that the fewer I sold the better off I was.

On one occasion I had invested in some beautifully gilded, pearl-trimmed pens that could be sold for forty-nine, seventy-nine, or any other number of cents that the bargain-hunting public would stand for.

These artistic creations sold readily; too much so, in fact, for almost every one sold lost me a customer. The only time that the ink would flow was when the pen was in the owner's pocket. In that position the flow was remarkably free, and the number of white vests that I was compelled to use ink-removers on was considerable.

However, one day in September, three years ago, I fell for a line of talk handed out by a salesman representing one of the largest and most reliable fountain-pen manufacturers in the country.

A BIG STOCK.

His proposition was to place in the store an eighteen-dozen assortment ranging in price from $1.50 to $15.00 for each pen. The total retail value was upwards of $600. The trade discount was 40 and 10 per cent. The goods were to be paid for in twelve monthly instalments.

I bought the line, and by the first of October there was a plate-glass display case located in the most prominent position in the store, with the 216 pens in it.

Then commenced the work of unloading, for with the prospect of a $30 payment to be met each month it was imperative that I get sufficient returns to pay the notes as they came due.

Schools and business colleges were just starting up, and I went after the students' business. When any of them came into the store I unlimbered my selling talk and showed them the many fine features of the pen.

And the fine features were many. Each pen was guaranteed perfect or money refunded. They were leak-proof, always ready to write, flowed freely, and did not smut the fingers.

With each pen an accident policy was given in which the manufacturer agreed to replace any broken parts free of charge, for a period of one year.

STUDENTS BUY FOUNTAIN PENS.

The students, particularly those in the business colleges, bought a number of the pens and recommended them to their friends.

With the approach of the holidays, I devoted one window to the display of the line, together with some very attractive advertising matter furnished by the manufacturers.

In the four weeks before Christmas 60 pens, representing $196 in money, were sold. On the twenty-fourth of December alone 14 pens were disposed of.

Since then I have made window displays frequently during the year, especially at the beginning of school terms, through the holiday seasons, and whenever there was an influx of visitors to the city for the purpose of attending conventions, circuses, or celebrations of different kinds.

The display case occupies such a prominent position in the store that every one who enters cannot fail to see it. On the store door I have a gold-leaf sign printed which reads "THE FOUNTAIN PEN STORE." Literature furnished by the manufacturers is enclosed with each package and letter leaving the store. Newspaper and programme ads. are run from time to time.

CREATING CUSTOMERS.

But I do not stop with general advertising and ordinary displays of the line. I go after individuals themselves.

Armed with a bunch of pens and circulars concerning them, I make, from time to time, a tour of the offices and banks in my vicinity. A pen is left with any one desiring to try it for ten days. It may then be returned or, upon payment of the price, it may be kept. And the pens are kept in enough cases to more than repay me for the time and trouble occasioned by this method of finding outlets for them.

I make a special feature of selling every customer "the pen to fit his hand;" and next to furnishing a man with a satisfactory safety razor the hardest task I have is to supply certain men with a fountain pen that exactly satisfies them.

In one office that I visited the prospective customer told me that if I could supply him with a stub pen having a fine point he would buy it. I went over the store stock and picked out a half-dozen pens that corresponded to what I thought he wanted and took them to his office. He tried them for a week and said they did not satisfy him. In all he was supplied with twenty pens and still did not find the desired article. I then sent to the makers a detailed description of the pen wanted. They returned three especially built ones which I handed to my fussy prospect for trial.

REWARD OF PERSISTENCE.

He kept them four weeks, at the end of which time he came into the store and informed me that they were what he had been striving to get for years. He bought all three, so that by no chance should he be without an ideal writing stick. I rang up $12 on the cash register.

I have found that the most popular priced pens are those retailing at $1.50, $2.00, and $2.50. However, sales of $4.00 and $5.00 pens are not uncommon, particularly to those people who desire a highly decorated or larger-than-ordinary pen. Through the holidays, when pens are bought to be used as gifts, I have sold elaborately ornamented pens for as much as $15.

From the profits on those sold during the three years in which I have been featuring fountain pens, I have paid for my original investment and have added a six-dozen case of another reliable make.

In addition to the two guaranteed lines that I carry, I have a small assortment of dollar pens. These give very good service, but are not guaranteed, and I sell them only when a customer refuses to pay more.

I keep a record of the name of the purchaser and the amount paid for every pen that I have sold during the past three years, and this record shows that *I have disposed of over $1200 worth of fountain pens in that time.*

There will be another article in February on "My Best Paying Side-line," and it will be devoted to the subject of pipes.

LETTERS

This is where our readers exchange opinions and practical suggestions with one another. The Editors are always glad to receive short letters on subjects of mutual interest.

FROM A PRISONER IN THE WAR ZONE.

To the Editors:

Through the American Embassy at this city I am able, for the first time since my imprisonment, to send you a letter.

While traveling home to England from

Mr. Hill (on the animal at the left) taking a trip to the Pyramids with Mr. and Mrs. E. G. Swift and their son.

Egypt, where I was on a sales trip for the London branch of Parke, Davis & Co., I was held up here a few hours after the declaration of war on August 5, and since then I have been enjoying turnkey hospitality with many others (English, Polish, and Russian).

I have found that the outside label of a Phylacogen package is rather a dangerous thing to travel about with. It suggests all sorts of horrible diseases to the unmedical police mind.

During the first three weeks of my imprisonment Breslau was without an American consul to take charge of our English interests, but on the arrival of one I was enabled to cable Detroit, asking for $250. The money arrived four days ago and was brought to me by the good consul himself. Your consular people are made of the right stuff!

It is possible that those war prisoners who have money may be let out in a few days and allowed to live in an unfortified town like Berlin.

The regulations here are not so very strict and the officials are most kind. We can vary our prison fare with coffee and sandwiches. During the warm weather we spent most of the day in the prison yard, but now that it is colder, an hour or so suffices in which to tread the walks. Our general health has remained splendid. I think that I shall recommend to many bilious friends a sojourn in prison rather than at Carlsbad.

One quickly adapts himself to prison life. The weekly bath is a treat and the release click of the cell lock at 5 A.M. more welcome than the shutting up click at 5 P.M.

I should like to write you more anecdotes of prison life, but as I have to translate everything into German before this letter can go out I think that I had better wait until another time. DAVID HILL.

Breslau, Germany.

A BEAR STORY.

To the Editors:

I observe that you have lately been printing pictures in the BULLETIN of druggists taken on hunting trips. In October I was a member of a hunting party up in the Adirondacks of New York State. I got the first shot at a deer, and by good fortune one shot was enough. He dropped.

But before I had left my position, or even moved from the spot, a black bear tried hard to run over me. I was lucky enough to stop him, although it required quite a little "stopping" to finish him. I first used all the cartridges in my magazine, whereupon he decided to make my personal acquaintance. I didn't argue the matter, but got behind a big tree in fast time!

Whether he became confused and lost sight of me, or just changed his mind, I do not know; at any rate he at least changed his direction after coming within about fifteen feet

of my hiding place, veering off to the right and trying to get away. By this time I had a cartridge or two in my gun and went after him again. With the first shot I managed to break his back just above the hips, and taking my time for the next shot I broke his neck. That floored him.

It was lively business for a while, and my brother, who was out of sight, but within hearing distance, said the noise reminded him of the newspaper accounts of the attack on Liége.

The bear weighed about 150 pounds and had a nice pelt which I am having made into a rug. The party all told got eight bears and two deer —a pretty good yield.

DR. WALTER N. THAYER.

Napanoch, N. Y.

[NOTE BY THE EDITORS.—Two pictures of Dr. Thayer and his friend are shown on another page.]

DRUG-STORE EXPERIENCE NECESSARY.

To the Editors:

On page 448 of the November BULLETIN you report the following decision by the American Conference of Pharmaceutical Faculties:

"The Conference placed itself on record against making drug-store experience a prerequisite for college graduation."

That resolution, in my opinion, is entirely wrong in practice. The drug clerk who has had a college training only is as useless in a drug store as a Chinese cook would be driving the engine of the "Spokane Flyer."

There may be some few stores in which the men who dispense prescriptions live and die in the dispensary. These men need know nothing of the methods used in the front store.

But in the great majority of stores the dispenser, among his other duties, has to take his turn at telling this woman how to develop a photographic film or at showing that man how to fill a fountain pen.

I knew a graduate (with diplomas galore) who had mastered the B. P. and U. S. P. from cover to cover; he knew every dose, every melting point, every incompatibility—but he could not sell a bottle of "our own" preparation if he tried a week—and he never tried. He could not tell a mule-skin razor strop from a banana-skin.

No drug-store experience is *absolutely* wrong.

Compulsory experience prior to examination is *absolutely correct.*

The sole reason that store proprietors lend their support to colleges of pharmacy is because the colleges have for their acknowledged aim the supplying of men ready to step into drug stores. This readiness cannot be obtained by qualifying in the chemical and pharmaceutical parts of the business alone.

And as soon as the prospective registered pharmacist realizes that putting up prescriptions or packing percolators is only a very meager portion of drug-store work, so soon will he strive to graduate from a college which has not only drug and chemical lectures, but which also teaches the general commercial aspects of the drug business.

Drug stores of to-day require practical, experienced all-round graduates—not diploma-crowned ornaments who couldn't dress a window in an Alaskan gold-mine.

WILLIAM HOWARD MCLAUGHLIN.

Weyburn, Sask.

[NOTE BY THE EDITORS.—Mr. McLaughlin has unconsciously clouded the issue somewhat. The position of the American Conference of Pharmaceutical Faculties is merely that drug-store experience shall not be a prerequisite *for college graduation.* Drug-store experience as a prerequisite to the *State examination* is a vastly different thing. The Conference simply says in effect: "You, the State, before you register a man, will have to decide this matter of experience for yourself. We, the colleges, cannot be held responsible It is none of our business. We vouch only for what we do with a man while he is in our institution, and whether he gets his drug-store experience before college, or after college, is no concern of ours."]

CONVEYING THE PERCOLATE.

To the Editors:

I have frequently made use of a little device which may be found serviceable to others. It is used in connection with the process of percolation.

The drug to be treated is packed in the percolator in the usual manner, and in the lower orifice of the funnel is placed a good cork, into which has been inserted a small glass tube.

To this tube attach a piece of rubber tubing about a foot in length and pass it into the container which is to hold the percolate. Then

insert the stopper—preferably a ground glass one.

By increasing or decreasing the pressure upon the tube entering the receiving bottle, the flow of the liquid may be regulated.

This method does away with the old one of raising or lowering the receiving bottle, and will, I think, be found satisfactory in every way. W. WILHELM.

Pullman, Ill.

WHAT WOULD YOU CHARGE?

To the Editors:

How much would you charge for the following prescription? My price for it was one dollar, but the customer said he had been getting it filled cheaper elsewhere:

Fluidextract hydrastis canadensis,
Fluidextract condurango, ää 4 fluidrachms.
Pancreatin .....1 drachm.
Gray's Glycerin Tonic.....2 fluidounces.
Fluidextract nux vomica.....1 fluidrachm.
Distilled water.....q. s. ad 8 fluidounces.

S.: One teaspoonful in a tablespoonful of water before meals. HERMAN L. LIPP.

Deerfield, Michigan.

[NOTE BY THE EDITORS.—Does the one-dollar price for this mixture strike our readers as being too much or too little? Should it be priced according to the system in vogue in some parts of the country, which says that an eight-ounce mixture be compounded for seventy-five cents, or should the price be estimated in some other manner, disregarding entirely the question of volumes? Will not some of our readers tell us what they would charge, were this prescription brought to their stores?]

A FOREIGN PRESCRIPTION AND ITS PRICE.

To the Editors:

We are submitting the following prescription, of foreign origin, for criticism through the pages of the BULLETIN OF PHARMACY. We would also like to know the proper price to charge for it:

Fluidextract cinchona .....12 Cc.
Syrup belladonna .....50 Cc.
Syrup cinnamon .....60 Cc.
Aqua ammonia, 10 per cent..... 8 Cc.
Wine of kola,
Wine of coca, ää.....150 Cc.

Make a solution and take as directed.

WEST DRUG COMPANY.

Tarpon Springs, Florida.

[NOTE BY THE EDITORS.—The ammonia water is of course incompatible with the fluidextract of cinchona, the syrup of belladonna, and the wine of coca. Ammonia causes the decomposition of the atropine in the syrup of belladonna and the cocaine in the wine of coca. The proper thing to do would be to secure the physician's consent to leave out the alkaline ingredient, but such a procedure, of course, is obviously impossible in this case. However the prescription may be considered a safe one to dispense, provided a shake-well label is placed on the container. We are going to ask our readers—the men in the field—what they consider to be the proper price to charge for this mixture. In this way may be secured an idea of what the practising druggist would actually get for it were it handed in over his counter. Can we not get several expressions from the BULLETIN readers on this?]

WHAT IS IT?

The accompanying specimen of chirography was sent in to the BULLETIN some time ago by one of its friends—just who we are unfortunately not able to say. The contributor's

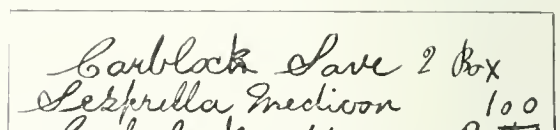
name got detached from the specimen. Anyway, the order is an interesting one, and we present it to our readers as something for them to puzzle over. What article was wanted?

THE EDITORS.

PHONETIC SPELLING.

To the Editors:

We send along an order that was received not long ago in the regular course of business.



It may prove of passing amusement to the readers of your excellent journal.

Fort Myers, Fla. HUNTER'S DRUG STORE.

Enclosed please find my check for $3.00, which will pay me up to 1917. I do not want to be without the BULLETIN. I think it is the best of five drug papers that I get.

Freehold, N. J. EDWIN G. BACON.

CAPSULES OF SCIENCE

Prepared by PROF. W. L. SCOVILLE.

Shrapnel.—

A German chemist says that calcium exists in the blood in the form of calcium bicarbonate.

Beer wort is a good culture medium for the gonococcus. *Verbum sap!*

Very finely powdered cellulose is assimilated in the system in considerable proportion. Sawdust may be available as a food after all.

A liberal use of fat in the diet is claimed to increase resistance to disease.

Hens' eggs contain a small amount of lactic acid, the greater part of which is in the whites, and the proportion is larger in early summer than in winter.

German biologists have prepared an "antikenotoxin" to counteract fatigue, but the results are disappointing. It doesn't cure that tired feeling.

Galegine, the alkaloid of galega, causes paralysis of the nerve centers when given in large doses.

Sodium benzoate in large doses (100 grs. or more) is eliminated mostly as hippuric acid.

Tincture of nux vomica acts more slowly than an equivalent of strychnine, and the alkaloid is less easily precipitated, and less rapidly diffused from the tincture.

Malt diastase has digested 86.6 per cent of rolls, 76.5 per cent of bread, 74.5 per cent of potatoes, and 70.7 per cent of oatmeal in four hours—in a flask.

A new phenolic body which has been named baptisol has been found in *Baptisia tinctoria.*

A French chemist finds that fresh leaves yield 0.36 to 0.45 Gm. of methyl alcohol per kilo.

There is some evidence that butter contains a substance, not yet identified, which stimulates growth, and which is not found in other fats or oils.

German biologists say that alkalies tend to reduce obesity by supplying a loss in ordinary diet and promoting excretion.

A French pharmacist, M. Dupilho, says that 60-per-cent alcohol will exhaust red cinchona more rapidly and completely than any other menstruum tried.

Formaldehyde acts as a weak acid and forms salts with the hydroxides of the alkaline earths and some metals, a number of which can be crystallized.

The toxic and active principle of squill is claimed to be a non-nitrogenous glucoside, almost insoluble in water but soluble in alcohol, and called *scillitine.*

E. Baur thinks that oxalic acid is the mother-substance of organic principles in plants, and says that carbohydrates and proteins originate from plant acids.

C. Ninni found that rabbits inoculated with typhoid or cholera germs developed immunity powers in three days, which were at a maximum from the fifth to seventh day, and then gradually diminished and disappeared about the twentieth day.

Cocaine is not a habit-forming drug for small animals (dogs, cats, rabbits, etc.), but on the contrary acts more violently with succeeding doses.

The active principle of the pituitary body is said to be pituglandol, which resembles pilocarpine in its sensitiveness to alkalies and also in some of its physiological properties.

The normal nervous substance of the rabbit is a poison to the serpent, but is harmless to other animals.

The air-space between two smooth and polished plates of glass, when pressed together, is said to be at least 0.047 millimeter thick.

Sulphates of lathanium and of thorium are suggested as remedies for cholera because they destroy the toxicity of cholera cultures in weak solutions, and are not injurious to the human system.

Professor Armstrong states that acidity is a function not of the hydrogen ion alone but of the acid molecule as a whole, involving the coöperation of water.

In 1913 the use of aluminum increased nearly a third over the previous year in the United States and amounted to more than 72,300,300 pounds.

Basic dyes inhibit bacterial growth, but acid dyes do not.

Calcium salts internally or subcutaneously have little influence upon bone growth, but when injected into fractured bones they promote growth very markedly.

The Public Health Service chemists have found soluble aluminum salts in a number of vegetable products, and are now studying their effects upon health.

French chemists state that if the stalks of tobacco plants are left in the ground after harvesting the leaves, then fertilized with sodium nitrate, enough nicotine is found in them to make the stalks and sprouts valuable for insecticidal use.

The disintegration of radium is practically unaffected by heat or cold, and the energy developed amounts to millions of calories.

The electric furnace is displacing the coke furnace in the manufacture of high-grade steel castings, partly because of economy in operation, but more because of superiority in products.

She Will Do It, Nevertheless.—

F. R. Pember has tried the effects of various substances for the preservation of cut roses. Changing the water daily and cutting off the stem-ends did not prolong the freshness of the roses any. The addition of small quantities of alcohol, borax, ammonia water, potassium nitrate, magnesium sulphate, or sodium chloride to the water in which the rose-stems were immersed did not show any advantage in preserving. Sugar in the proportion of 7 to 10 per cent caused a marked freshening of the blossoms, but did not prolong their life.

Pure Impurities.—

Fruit wines usually contain a trace (mostly 0.1 per cent or less) of methyl alcohol which von Fellenberg says is formed from the pectin in the fruits. When wines are made from pomace instead of the clear juice, as much as 4 per cent of methyl alcohol may be formed. During fermentation the pectin is split up into methyl alcohol and pectinic acid.

Eutectics.—

Mixtures of sulphonal with betanaphthol do not liquefy below 67°. Salol and betanaphthol liquefies at 34.5°, and salol-sulphonal at 34 , but a mixture of the three may liquefy at 27°.

BUSINESS HINTS

Specimens of druggists' advertising are solicited for reproduction or comment in this department of the BULLETIN.

A Modern Prescription Case.—

The accompanying illustration shows the modern tendency in drug-store fixture construction. The inside of a prescription case is represented, and it will be noted that the time-honored shelves above the compounding counter have given way to rows of drawers.

Each drawer, of course, is filled with bottles containing prescription drugs, etc.

Such an arrangement, in addition to being more sanitary than that generally seen, is much more in keeping with advanced pharmaceutical knowledge. From the angle of convenience a point is scored, also.

On the front of each drawer a neat list is kept of the drawer's contents.

This prescription case is a part of the equipment of the Marshall-Snyder drug store, Minneapolis, Minn

A Prize Contest with Musical Accompaniment.—

More than a thousand dollars' worth of additional business was recently secured in a period of two months by the McIntyre Drug Company of West Jackson, Miss.

When the "Buy-a-bale-of-cotton" movement was first inaugurated the McIntyre Company fell into line, buying two bales, one of which the company decided to give away in order to secure publicity for the store.

With every purchase made at the McIntyre store during the two months prior to Thanksgiving there was given a numbered coupon. On Thanksgiving evening the bale of cotton was awarded to the holder of the lucky ticket.

As an added incentive to bring people to the store, during the time that the contest was in progress, an orchestra was engaged to furnish music each night from 8 to 11 and on every Sunday afternoon from 3 to 6. The orchestra consisted of four pieces at first, but became so popular that the number was increased to six shortly after the beginning of the scheme. A circular, measuring 12½ by 6½ inches, containing cuts of the orchestra and the bale of cotton, together with a notice of the contest, kept the event before the minds of the people. The circular also called attention to the soda and refreshment department at McIntyre's.

The combination of the music and the possibility of securing a free bale of cotton, served to increase the sales over $500 during each of the two months, besides bringing to the store many customers who had never, until the inception of the contest, been in the habit of trading at McIntyre's.

Getting the "Come-back."—

Occasionally there is a clerk who lacks the ability to recommend merchandise to patrons in such a manner that they will be satisfied for the time being, but, more than that, will come back when they again have need of anything in his line. Speaking on this branch of salesmanship a writer in *Selz Shoe News* says:

"What percentage of your customers leave your store feeling satisfied in every particular with the goods they have bought, and how many of those same customers come back months later with that opinion unchanged? Dealers and clerks who recognize the need of considering this important question are the successful ones in their line to-day.

"Good salesmanship means more than the simple operation of handing out an article and ringing up the sale on the cash register. It means that the customer must leave the store with such a lasting impression of your good store service, satisfactory merchandise, and your personal interest in giving the best of both that there'll be no question in that customer's mind as to the proper place to buy the next necessity.

"Too many clerks, through fear of causing offense, lack the initiative to suggest to a customer just what is best suited to his individual needs. A customer's preference for any certain item of merchandise should never be held up to criticism, but there are many ways in which a little diplomacy and good salesmanship can be used to bring about a partial if not entire change in his ideas. An appeal to one's better judgment is seldom wasted and will often do much toward making a regular patron out of what might otherwise be a dissatisfied customer."

The Profit in the Retail Business.—

"It has been my experience," says a writer in the *Pharmaceutical Era*, "that the rent, light, heat and power in a retail store should average 6½ per cent. A new store will not show so low a percentage. Sometimes it is almost twice as much, but if it is an established business, say three years old, the figure should range in the vicinity of 6½ per cent; 5 per cent for rent and 1½ per cent for light and heat. This is the only fixed charge in a store; all the rest of the expense of doing business can be adjusted to the volume of sales. Formerly clerk hire cost 10 per cent. In many cases it now runs as high as 13 per cent. This is occasioned by increases in wages, shorter working hours, and more holidays.

"After adding to the general expense such other expenses as advertising, soda-fountain supplies, glassware, paper, twine, and the numerous incidentals, it is

very difficult to operate a store at much less than 25 per cent expense; in fact, only the ideal store can operate on that basis. When depreciation is added, 28 per cent is about the minimum expense, and thus the profit in the retail business can be estimated at from 2 to 10 or 12 per cent on gross sales.

"Many druggists do not realize that the 25 per cent generally recognized as the average cost of conducting a retail drug business is really equivalent to 33⅓ on cost. An article which the druggist buys for $1.00 and sells for $1.33⅓ pays the cost of doing business, but nothing else; and if the majority of his items are sold on the same basis, it is costing him money—for time is money—to keep his name over his door."

A Timely Trim.—

The Frisbay Pharmacy, of New York, recently coöperated with the "Help the South" movement by purchasing a large bale of cotton, and making it the central feature in a window display devoted to cotton products.

The bale was placed in the background of the window with a placard attached to it reading: "This is Our Bale of Cotton. Have You Bought Yours?" The rest of the space was filled with various cotton products sold by the firm.

Absorbent cotton in packages ranging from ½ ounce to a pound was piled on both sides of the bale; while bandages, sanitary napkins and gauzes filled in the foreground of the display. A few branches of the raw cotton as it grows in the fields were scattered throughout, serving to dress up and give tone to the entire display. Diagonally across the upper part of the window was pasted a strip sign labeled "Help the Entire South: Buy Cotton."

The trim elicited much favorable comment and incidentally sold a considerable quantity of the goods displayed.

Linking the Drug Store with National Advertising.—

Many druggists sell magazines, but some of them do not realize the opportunity offered by the advertising columns of these periodicals to connect their stores with nationally known goods.

Underwood's Pharmacy, of Klamath Falls, Oregon, uses a rubber stamp reading "This article sold by Underwood's Pharmacy" with which to imprint in each magazine any advertisement of merchandise carried by the store.

This method of advertising lets the people know that Underwood sells the article stamped—a valuable point, for some readers are inclined to believe that many things advertised in a magazine, particularly if they are new products, cannot be obtained in their home town.

Aside from the direct sales obtained from marking the various ads., says E. E. Magee, of the Underwood store force, the readers gain the impression that the store is "down-to-the-minute," carrying a reliable assortment of nationally advertised goods.

To Determine the Percentage of Profit.—

To mark merchandise with a retail selling price so that a margin of profit above the cost of doing business may be obtained, it is necessary not to confuse percentages based on cost with percentages based on the selling price.

The following table, taken from the *Omaha Druggist*, shows the percentage that must be added to the invoice cost in order to return the desired percentage of profit on the selling price:

5 per cent added to invoice cost is 4¾ per cent profit.
7½ per cent added to invoice cost is 7 per cent profit.
10 per cent added to invoice cost is 9 per cent profit.
12½ per cent added to invoice cost is 11⅛ per cent profit.
15 per cent added to invoice cost is 13 per cent profit.
16⅔ per cent added to invoice cost is 14¼ per cent profit.
17½ per cent added to invoice cost is 15 per cent profit.
20 per cent added to invoice cost is 16⅔ per cent profit.
25 per cent added to invoice cost is 20 per cent profit.
30 per cent added to invoice cost is 23 per cent profit.
33⅓ per cent added to invoice cost is 25 per cent profit.
35 per cent added to invoice cost is 26 per cent profit.
37½ per cent added to invoice cost is 27¼ per cent profit.
40 per cent added to invoice cost is 28½ per cent profit.
45 per cent added to invoice cost is 31 per cent profit.
50 per cent added to invoice cost is 33⅓ per cent profit.
60 per cent added to invoice cost is 37½ per cent profit.
62½ per cent added to invoice cost is 39½ per cent profit.
66⅔ per cent added to invoice cost is 40 per cent profit.
100 per cent added to invoice cost is 50 per cent profit.

What Appears on His Prescriptions.—

G. O. Patterson, of Howesville, Ky., in a paper read before the 1914 meeting of the Kentucky Pharmaceutical Association, described some methods by which he has built up his prescription business.

Mr. Patterson has endeavored to induce physicians to use his own-make preparations, U. S. P., and N. F. compounds, and the like. How well he has succeeded in this endeavor is demonstrated by the following table showing the proportions in which the different classes of prescriptions are received:

Proprietaries, 5 per cent.
Tablets or pills, ready-made, 5 per cent.
Own-make preparations, 15 per cent.
U. S. P. and N. F. preparations, 25 per cent.
Chemicals, combinations in capsules, konseals, pills, suppositories, lotions, ointments, etc.; compounded according to the prescription, 50 per cent.

It Saves Stocking the "Dead Ones."—

"Occasionally every drug store will receive a prescription calling for some rare ingredient or preparation," says Geo. W. Hague in *Meyers Brothers Druggist*. "If the prescriber practices outside of your territory it is advisable not to procure any more than enough of the medicine to fill the prescription once. Then paste this label to the package:

> We do not carry this medicine in stock because it is rarely used. We order it as needed.
> Please notify us before it is all gone if more is needed.

"There is such a wide variety of ingredients used in prescriptions nowadays that it is very unwise to stock some expensive drug or chemical to meet the possibility of one renewal."

His Store Policy.—

Wilhelm Bodemann, the pioneer druggist of Hyde Park, Chicago, believes in letting his customers know that he is opposed to nostrums and to the practice of holding out alluring prices on advertised brands.

In a conspicuous position on the outside cover of the 1915 N. A. R. D. People's Almanac, which he is distributing to his patrons, Mr. Bodemann has had printed this slogan: *"Neither Fake nor Cut Baits."*

PRACTICAL PHARMACY

A Capsule Filling Suggestion.—

"Any one who has been called upon to fill capsules with dry powders realizes the difficulty that one experiences when endeavoring to place large amounts of bulky medicines, such as cinchonidia salicylate, in small-sized capsules," said Franklin M. Apple in a paper read before the Detroit meeting of the A. Ph. A. "This can readily be demonstrated by the trouble one encounters when ten grains of this chemical is directed to be dispensed in the smallest-sized capsule possible to contain it.

"The commonplace method of filling capsules with medicines in a dry state consists of forcing the powder into the two ends of the empty capsule by repeated plunging of the halves of the capsule into the powder, and then trying to force the two portions together. This oftentimes results in the ends of the capsule being crushed in.

"By proceeding as has been customary to fill the two ends of the capsule, and placing them together with gentle twisting thereof, so that the two ends overlap somewhat, we are ready to utilize the suggestion here offered as follows: Place the capsule between the thumb and forefinger of one hand, the ends of the capsule being the portions in contact with one's fingers, then proceed to rotate the capsule with the forefinger and thumb of the other hand, pressing upon the body of the capsule to as great an extent as is allowable, whilst rotating it. This results in the powder being forced into the remotest portions of the capsule's ends, displacing the air that had been confined therein by the previous method of forcing the powder into the confined space; thereby fortifying the film of gelatin that constitutes the ends of the finished capsule, so that greater pressure can be placed thereon from outside without danger of crushing in the end.

"Assuredly, as the space occupied by the undesired air is now filled with powder, more of the latter can be placed therein, or the space occupied by the former amount of medicine will be less than it was before the capsule was subjected to the proposed treatment.

"It is really surprising how much one can reduce the bulk of a powder when resorting to this method of filling capsules."

Determining the Amount of Sugar in Diabetic Urine.—

A simple method for determining the amount of glucose in diabetic urines or other liquids is described by Dr. A. F. Dimmock in an issue of the *British Medical Journal*. But little apparatus is required and the determination takes but a short time. According to *Merck's Report* the following procedure is to be employed:

The urine is diluted twenty times—that is, 10 Cc. of urine are measured and poured into a 200-Cc. flask; this is made up to the 200-Cc. mark with water, and the whole well shaken. A solution of potassium carbonate, 2 ounces to 6 fluidounces of distilled water, is filtered and made up to 8 fluidounces.

To 20 Cc. of the diluted urine 10 Cc. of the potassium carbonate solution are added in a small flask, boiled carefully for three minutes, and when cool made up to a definite amount, say 100 Cc., with distilled water.

In order to estimate the amount of sugar present, a solution of pure glucose is prepared, 1 gramme in 200 Cc. of distilled water; 20 Cc. of this and 10 Cc. of the potassium carbonate solution are boiled together in a small flask for three minutes, and when cool made up to 100 Cc.

The two solutions are then compared by holding the glass tubes over a piece of white paper at an angle of 45°. By pouring the liquid from the known solution into a measure-glass until the tints of both are alike, and observing the amount of the known glucose solution used, the percentage can be readily determined; for example, if 27 Cc. of the pure glucose solution were required for the solution, then, multiplying by two, we obtain 5.4 as the percentage of glucose in the urine.

Keeping Track of Perishable Drugs.—

Many of the articles making up a drug-store stock are subject to deterioration within a comparatively short time after their receipt into the store. This is particularly true in the case of certain crude drugs with volatile or easily decomposable constituents.

At the 1914 meeting of the American Pharmaceutical Association several of the members told of methods used in their stores to mark perishable merchandise with the date of its purchase.

Professor Hynson of Baltimore said that when an invoice came into his stores the receiving clerks dated everything received. He did not have, for instance, "August 24, 1914," put on the goods, but had the stamps made this way, "8-24-4," in consecutive numbering. That told the story.

A member stated that the system used by him was that of employing the first two figures to represent the month of purchase. If an article was purchased in January, he put a zero in front of the one, thus 01. If bought in August the mark on the goods would be "08." The month would be indicated by the first figures, then the next figures show the cost, and the next the day of purchase. Say that the figures are 081725, it will show that the goods were bought on the twenty-fifth of August and that they cost seventeen cents. Initials were added to show from whom the articles were purchased.

F. W. Nitardy, of Denver, explained the plan in use by his firm. In order to indicate the date on which any preparation was made, he used a numbering-stamp of which the first two numbers represented the year, and the last three numbers the day of the year—thus 14125 meant the 125th day of the year 1914.

A Substitute for Platinum Wire.—

Asbestos treated with an aqueous solution of phosphoric acid is an efficient substitute for platinum wire in flame colorations, borax bead and film tests, reduction with charcoal, etc., says O. F. Kirby in the *Chemical News*. The fibers of asbestos are practically nonconductors of heat, impart no coloration to a nonluminous flame or to a borax bead, and are easily made at a trifling cost in the following way:

A few asbestos threads, as even and as straight as possible, about 12 cm. in length, are dipped into a solution of phosphoric acid, one part acid to one or two parts of water, and gently heated in the bunsen burner until most of the water has been driven off. The threads, which are now "glued" together by the acid, but still flexible, are carefully rolled between the fingers or on a roll of paper till a thin, even filament is produced, 2 to 3 mm. in cross-section. They are again carefully heated for a few minutes, and finally finished off in the blowpipe flame, where they are converted into a brittle rod or wire somewhat resembling procelain in physical properties. These wires, consisting of asbestos fibers cemented together by metaphosphoric acid (derived from the "ortho" acid by loss of water), give perfect colorless borax beads which have little tendency to fall from the end, but which can easily be removed by shaking. Though very brittle, pieces about 8 cm. in length will stand a good deal of usage without breaking, and lengths of 3 to 4 cm. can conveniently be used without risk of burning the fingers. The wires can be moistened with water or dilute acids without losing their rigidity, though if left in contact with these liquids for any length of time they are disintegrated and require reheating before use.

Dispensing Prescriptions Containing Camphor.—

In a paper on camphor and its preparations, read before the New York State Pharmaceutical Association, J. Leon Lascoff, of New York City, cites several instances of prescriptions containing camphor that present difficulties in compounding.

In dispensing camphor in pill or capsule form, says Mr. Lascoff, care must be taken that it always be put up in bottles and not in boxes. The pills or tablets containing camphor should be coated to prevent evaporation. In making suppositories containing camphor, about 5 per cent of wax must be added, as the melting point of cacao butter is lowered by the addition of camphor.

Here are some processes used by Mr. Lascoff:

Camphoræ .....2.0 grammes.
Massæ pilularis ut. fiat pills, No. XXX.

Triturate the camphor with about 1.0 gramme of pulvis saponis and add a few drops of castor oil.

This makes a mass which does not harden.

Camphoræ .....20 grains.
Mentholis .....10 grains.
M. F. pills, No. XXV.

Triturate the camphor and menthol. To the resultant liquid add a mixture of extr. glycyrrhizæ and pulv. glycyrrhizæ (1-2). Add a few drops of water. This makes a very good mass. The pill should be coated to prevent evaporation of the camphor.

Ammon. muriate .....4 grammes.
Camphoræ tritæ .....0.6 gramme.
Syrupus pruni virgin.....30 Cc.
Aquæ dest. q. s.....120 Cc.

Triturate the camphor with acacia 1 gramme (granules) to a fine powder, and then add the water and syrup little by little.

How Would You Dispense This Prescription?—

J. F. McAnulty, in *Merck's Report*, says that the following prescription, more often than not, is wrongly dispensed:

Sulphurated potassa .....30 grains.
Zinc sulphate.....30 grains.
Rose water to make.....3 fluidounces.

Use externally.

The average way, says the writer, is to powder the sulphurated potassa and zinc sulphate, and make a mixture with the rose water. What is really required is a fresh precipitate of zinc sulphide, and the proper way to prepare the mixture is as follows:

Dissolve the sulphurated potassa in half of the rose water and filter the solution Dissolve the zinc sulphate in the other half of the rose water, and filter this solution into the sulphurated potassa solution. Stir or shake vigorously until the reaction ceases, and the mixture becomes light yellow, gradually changing to white. Dispense in a wide-mouth bottle. The resulting mixture has an odor of rose water, and contains what the doctor desires—a fresh precipitate of zinc sulphide that is very efficacious in certain skin troubles.

New Test for Morphine.—

A new and comparatively simple test for detecting so small an amount of morphine as 0.00002 gramme was described in a recent number of *Merck's Report*. The article recommends the following procedure:

"Add to a solution of morphine a few Cc. of hydrogen peroxide and a little strong ammonia, and stir the mixture with a piece of copper wire. The previously colorless solution assumes a deep port-wine tint, with a considerable evolution of gas.

"According to Dr. T. H. Oliver, writing in the *Pharmaceutical Journal*, the test is capable of detecting 0.00002 gramme of morphine, but when such small amounts are concerned it is necessary to add a few drops of potassium cyanide solution to remove any blue color, due to the copper, which might obscure the port-wine tint.

"It is important, however, that the cyanide should be added before using the copper. The reaction serves equally well as a test for copper, 0.0001 gramme being thus easily detected.

"Codeine and dionin do not give the reaction; apomorphine gives an orange color. Other alkaloids give negative results under the test. The morphine undergoes some change during the reaction, for it is not recoverable."

BOOKS

A Short Handbook of Cosmetics.

The second English edition of this interesting book, dealing with the hygiene of the skin and hair and the treatment of their various minor affections, is published by E. B. Treat & Co., 241-243 W. 23d Street, New York. Dr. Max Joseph of Berlin is the author, and he offers the information contained in the volume to physicians and druggists so that they need not listen to quacks, beauty specialists, and the like, in order to become acquainted with the cosmetic art. Embodied in the book are 151 recipes for the preparation of cosmetics for the hair, skin, mouth, and nails, together with considerable information of a general nature for the purpose of acquainting the practitioner with the subject in its main features. The book is substantially bound in cloth, contains 93 pages, and the price is $1.00.

QUERIES

Information is given in this department under the following conditions only: (1) No queries are answered by mail; (2) queries must reach us before the 15th of the month to be answered in the BULLETIN *of the month following: (3) inquirers must in every instance be regular subscribers; and (4) names and addresses must be affixed to all communications.*

Freckle Cream and a Black Hair-dye.

W. M. writes: "Kindly publish a good formula for a cream that will remove freckles—one that will keep them off permanently. I would also like a formula for a black hair-dye that won't wash off or injure the scalp; one that is economical to manufacture."

Freckles are usually caused by exposure of the face or arms to the sun, and the only way to keep them off permanently would be to avoid all such exposure, a procedure which might be decidedly inconvenient at times.

The following preparation, known as Hebra's Freckle-cream, is said to be efficient for removing freckles:

Hydrarg. ammon. chlor. (ammoniated mercury) .....1 drachm.
Bismuth subnitrate.....1 drachm.
Ung. glycerini (glycerite of starch)..½ ounce.

M. et ft. ungt.

This is directed to be applied to the parts affected three or four times a day. Cold cream (without borax) may be substituted for the glycerite of starch

Dr. Max Joseph, of Berlin, a well-known dermatologist, claims in his "Short Handbook of Cosmetics" that the sole radical cure for freckles is the use of carbolic acid. We may add, however, that this must be used with great caution.

He says: "The liquid carbolic acid is best applied with a pointed match. Each isolated brown spot should be touched. The corrosion causes first a whiteness; then the part becomes black, red, and lastly—after a few days—pale. The face is naturally disfigured for a day or two, so that it is advisable to operate on a small part only, at each sitting. One must merely burn superficially, and of course exercise great care."

Of the two following hair-dyes the first is the most economical to manufacture. However, the second one, from the quickness with which it acts, may prove the more acceptable to your customers.

Here are the two formulas:

Black.—(*a*) Sulphate of iron, 10 grains; glycerin, 1 ounce; water, 1 pint. The hair must be thoroughly washed with this mixture, dried, and brushed once daily for three days; then the following preparation which we designate (*b*) should be applied, on a small-toothed comb, but it should not be allowed to touch the skin if the other preparation has done so, as a temporary stain would result: (*b*) Gallic acid, 4 grains; tannic acid, 4 grains; water, 1½ ounces. After the first application of formula (*a*) the hair should be allowed to dry, and then be brushed. Subsequently, both formulas may be used once daily, at an interval of an hour or so, until a black color is produced.

The silver hair-dyes are harmless and quick in action. Here is a two-bottle preparation that is found in a reliable book:

NO. 1 BOTTLE.

Pyrogallic acid.....½ drachm.
Sodium metasulphite.....10 grains.
Water to make.....2 ounces.

NO. 2 BOTTLE.

Silver nitrate.....1 scruple.
Stronger ammounia water, a sufficient quantity.
Water to make.....2 ounces.

Disolve the nitrate in ½ ounce of water, add ammonia until the precipitate is redissolved, and make up to 2 ounces with water.

Two-bottle hair-dyes are put up in cases to hold a 1-ounce (No. 1) and a 2-ounce (No. 2), or proportionately larger bottles, with two short-handled toothbrushes of black and white bristles. The directions for use are as follows:

Cleanse the hair from all grease by washing it with warm water having a little washing-soda dissolved in it, and dry with a towel. Next pour a little of fluid No. 1 into a saucer and apply with the white-haired brush; immediately afterwards use No. 2 in the same way with the black brush, avoiding as much as possible touching the skin. Wipe the parts around the hair receiving the dye with a damp sponge, and do not wash or grease the hair for several hours after its application. It is preferable to apply the dye at night.

The more silver there is in the preparation, the darker the dye is. Five grains of nitrate to the ounce is the proportion for brown dye.

Hair and Henna.

H. & K. write: "We frequently sell henna leaves to our women customers for the purpose of dyeing their hair and switches. We would like to know how to use the leaves in order to obtain the different shades, especially the darker ones."

The leaves of the henna, a shrub indigenous to tropical Asia, have long been popular with the women of the Orient as an agent for imparting color to the nails and hair.

One method of using the leaves is to make a decoction with boiling water in the proportion of one part of the leaves in seven parts of water. This decoction is to be applied uniformly to the hair, after first washing the latter to remove all grease.

Owing to the gummy character of the leaves the hair becomes disagreeably sticky after making the application. The decoction spoils readily, but may be preserved for some time by adding about 20 per cent of alcohol. This has the added advantage of precipitating some of the gum. The leaves may also be extracted with diluted alcohol, and this tincture is also a suitable dye.

The dye is not so harmful as many of the preparations on the market and may be used freely. Care should be taken, however, not to stain the skin.

Used in the proportion of 1 in 7 the hair is stained a dark reddish-brown color. By dilution of the decoction, shades ranging from yellow to auburn may be obtained. Switches can be colored by immersion in a henna solution of the desired strength.

To obtain dark-brown shades it is said that Oriental women use in connection with the henna leaves, leaves

from the indigo plant, known as "reng." The color may be varied by using different proportions of reng and henna, the more of the former that is used, the darker will be the shade produced. This combination has never proved very satisfactory, however.

Henna is sometimes used in the form of a powder, which is mixed with water and applied to the hair as a paste. This is allowed to remain over night and is washed off the next day with water.

Concerning Treatment for Heroin Snuffers.

G. N. asks: "Can you furnish me with a preparation for the cure of habitual users of heroin, a drug that is being used as a snuff by many victims at the present time?"

Four years ago we published in another department of the BULLETIN the following paragraph:

"L. F. Kebler of the Division of Drugs at Washington in a recent Bulletin on the use of habit-forming drugs reveals facts which startle even the informed pharmacist. That there should be organized corporations devoted to the sale of narcotics is shocking enough. But more damning still are the compounds for the cure of drug habitués. Many have been found to contain the very ingredients to which the patients are addicted. Think of it! One physician furnished a compound for morphine eaters which, according to his own statement, contained 22 grains of morphine to the fluidounce in addition to four minims of fluidextract of cannabis indica. Another 'doctor' supplied a mixture containing on the average 14.2 grains of morphine sulphate to the ounce. The Bulletin goes on to cite examples of this character, but they are too numerous to mention. The cures are sent indiscriminately into any home. A physician is employed by these nefarious institutions, but chiefly as a blind, as such practice is denied to persons not legally qualified as medical practitioners. Druggists should realize that there are at present no substances known to the medical profession which can be used successfully in the treatment of drug addicts without the careful supervision and restraining influence of the medical man himself and the constant attendance of the nurse acquainted with drug addiction cases. The habitué is incapable of treating himself, and the chief object of selling him a cure is simply to extract money from the unfortunate."

There is nothing new to be added, except that in the interim hundreds of so-called "cures" have been exposed and their promoters put out of business.

The Color for Wall-fixtures

W. D. S. asks: "What color would look the best in wall-fixtures and shelving in a drug store having no windows in the rear, thus making the store rather dark? The background is a light green."

The question of a suitable color for your wall-fixtures and shelving is largely one of personal taste and of the amount of money to be invested. The color, of course, should harmonize with those of the show-cases and soda fountain.

However, as you state that the store is rather dark, owing to the lack of windows in the rear, a light color, serving to brighten up the whole store, would be advisable.

Fixtures finished in white or cream-colored enamel would seem to be the most desirable in your case. The light green color of the background blends very well indeed with either.

A few minutes' work with a damp sponge each day would keep the fixtures in the spotless condition so much to be desired in the modern drug store.

In the advertising columns of this issue of the BULLETIN will be found several advertisements of makers of store fixtures. Any of these manufacturers will undoubtedly be glad to suggest suitable color combinations to you.

Resilvering Mirrors.

The H. Pharmacy wants a formula for resilvering mirrors.

The following formula has appeared in previous issues of the BULLETIN:

Solution No. 1 is composed as follows: To 8 ounces of distilled water, brought to a boil, add 12 grains of silver nitrate and 12 grains of Rochelle salts. Let it come to a boil for six or seven minutes; then cool and filter.

Solution No. 2 is made as follows: Take 8 ounces of distilled water, and into a small quantity poured into a tumbler put 19 grains of silver nitrate. Stir well until dissolved. Then add several drops of 26% ammonia until the solution becomes clear. Add 16 grains more of nitrate of silver, stirring well until dissolved. Add the balance of distilled water and filter. The filtering must be done through a glass funnel, in which the filter paper is placed. The solution must be stirred with a glass rod. Keep the solutions in separate bottles marked No. 1 and No. 2.

Directions for silvering: Clean the glass with ammonia and wipe with a wet chamois. Then take half and half of the two solutions in a graduating glass, stirring well with a glass rod. Pour the contents on the middle of the glass to be silvered. It will spread over the surface of itself if the glass is laid flat. Leave it until the solution precipitates.

Elixir of Extract of Cod-liver Oil with Wild Cherry and Hypophosphites.

F. A. H. asks: "Can you furnish me a formula for making elixir of cod-liver oil with wild cherry and hypophosphites?"

We suggest the following, borrowed from the second edition of the Standard Formulary:

Morrhuol (or gaduol)	64 grains.
Fluidextract wild cherry	2 fluidounces.
Fluidextract licorice	3 fluidounces.
Glycerin	1 fluidounce.
Simple syrup	1 fluidounce.
Extract of malt	6 fluidounces.
Compound syrup of hypophosphites with iron and manganese	3 fluidounces.
Fullers' earth, powdered	240 grains.
Caramel	q. s.

Mix the morrhuol with the glycerin, and triturate with the fullers' earth. Add the fluidextracts, syrup, and malt, shake, let stand for a day, agitating occasionally. Filter, and to the filtrate add the syrup of hypophosphites and the caramel.

The foregoing will possibly answer the requirements if the U. S. P. syrup of hypophosphites compound be employed. It may precipitate on standing, however, and it would be advisable to reduce the quantity of syrup of hypophosphites about one-half.

Nectar for Bottlers' Use

L. A. S. writes: "Kindly publish a formula for making a nectar for bottlers' use."

A convenient method for making this fabled drink of the mythological deities is the following:

Nectar extract	1 fluidounce.
Liquid foam	2 fluidounces.
Syrup	1 gallon.

One ounce of nectar syrup compound in accordance with this formula is sufficient to impart flavor and sweetness to an eight-ounce bottle of carbonated beverage. A red color may be obtained by the use of soluble fruit-red coloring. The syrup should be made by the solution of eleven pounds of sugar in one gallon of water.

Nectar Extract is made by this receipt:

Oil of bitter almonds	6 drops.
Oil of orange	10 drops.
Oil of lemon	60 drops.

Cut the oils in three ounces of alcohol and then mix with one and one-half ounces of vanilla extract.

White Liniment.

L. W. W. asks: "Can you furnish a formula for a white ammoniacal liniment that will not separate upon standing?"

The following formula produces a white liniment that is said to be quite stable:

Camphor	2 drachms.
Oil of origanum	2 drachms.
Powdered Castile soap	4 drachms.
Oil of turpentine	6 drachms.
Ammonium carbonate	3 drachms.
Distilled water, q. s. ad	1 pint.

Dissolve the ammonium carbonate (clear, translucent pieces) in 1½ fluidounces of cold water. To one-half of this solution add the powdered soap and sufficient water to make the whole measure 1½ fluidounces. Then dissolve the camphor in the oils and add slowly (as fast as well emulsified), with constant agitation, to the strong lather produced by mixing the soap with the ammonium carbonate solution. If the mixture gets too thick to be readily handled, agitate less and stir in the ammonium carbonate solution a little at a time, or better, add hot water in divided portions. Finally add the remainder of the ammonium carbonate solution, and sufficient water to make one pint.

Cottonseed oil may be substituted for the origanum, but it does not produce so satisfactory a product.

Liberation of Free Iodine.

W. M. B. submits the following prescription for criticism and desires to know the cause of the reaction:

Syrup iodide of iron	1½ fluidounces.
Potassium iodide	2 drachms.
Elixir maltopepsine	3 fluidounces.
Water q. s. ad	6 fluidounces.

Elixir maltopepsine is said to contain, among other ingredients, a certain amount of nitromuriatic acid. This acid causes free iodine to be liberated from both the syrup of iodide of iron and the potassium iodide.

Preventing Frost on Windows.

F. F. V. says: "I would like to know how to prevent my show windows from becoming covered with frost during the cold weather. I have tried coating the windows with glycerin mixtures, but the effect is not lasting."

Frosting of windows is best prevented by some system whereby cold air is caused to circulate near the glass. Where the construction of the window does not permit openings to be made at the top and bottom into the outer air, bore holes through the floor of the window. Under these holes build a cold-air box with openings into the cellar, and in the box place an electric fan so that when it is set in action a current of cold air is thrown along the window glass.

You will find any number of previous articles on this subject by consulting the annual indexes of the BULLETIN printed always in the December issues.

Colors for Mineral Oil.

L. C. says: "I would like to have information concerning suitable coloring agents for a mineral oil which is of a pale yellow tint. The colors desired are green, purple, and blue."

Probably the most satisfactory agents to use in order to produce the desired colors would be those dyes that are known as oil-soluble. They may be obtained from the larger wholesalers or from houses that make a specialty of dyestuffs.

It sometimes happens that mineral oils fail to be readily colored with these dyes. If you find it to be so in your case, it would be advisable first to mix the color with a small quantity of some fixed oil. The mineral oil will then be found to take up the color readily.

Solution Glycerophosphates without Sugar.

E. E. G. writes: "Kindly give method of preparation for solution glycerophosphates, without sugar."

The following formula is found in the literature:

Calcium glycerophosphate	160 grains.
Sodium glycerophosphate	212 grains.
Iron glycerophosphate (scale)	80 grains.
Potassium glycerophosphate	106 grains.
Citric acid	76 grains.
Tincture of sweet orange peel	50 fluidrachms.
Sodium chloride	120 grains.
Saccharin	4 grains.
Glycerin	6 fluidounces.
Sherry wine	10 fluidounces.
Distilled water to	40 fluidounces.

Dissolve the glycerophosphates and citric acid in 12 fluidounces of warm water, add the glycerin, and when cool add the tincture of orange in which the saccharin has been previously dissolved, then the sherry wine, and sufficient water to make 40 fluidounces. Filter through paper sprinkled with talcum, returning the filtrate until it passes perfectly clear.

Acid Stains on Marble Fountains.

W. D. S. writes: "Please publish a recipe for taking acid stains out of the marble slab in a soda fountain."

The following preparation is said to be efficient for removing stains from marble:

Sodium carbonate	2 ounces.
Levigated pumice	1 ounce.
Finely powdered chalk	1 ounce.

Mix and pass through a fine sieve; make a thin paste of this with water, and rub it well over the spot on the marble, allow to stand for some time, and then wash with soap and water.

Where Patent Laws May Be Obtained.

The W. Drug Store says: "We are putting up a pillow filled with herbs. Will you kindly let us know how to best protect it against imitation?"

Full information concerning patents, copyrights, and trade-mark registrations may be obtained, free of charge, upon application to the Commissioner of Patents, Washington, D. C. Or consult a local lawyer.

THE SCRAP BOOK.

USE the "Star Quizzer" and pass any State examination. It covers the questions and answers of State Pharmacy examinations. The revised edition, conforming to the new U. S. P., will be sent post-paid for $1.25. Address Stevens & Mallory, Ada, Ohio.—*Adv.*

WALT MASON ON BREAD PILLS.—Said the learned apothecary, as he handed me his pills: "These will make you blithe and merry, they will cure all human ills. They will kill the microbes buzzin' in your vitals and your head, if you'll only take a dozen just before you go to bed." So I took them for the glanders, which had held me for a spell, for the mumps and yaller janders, and they made me sound and well. Oh, those pills I recommended, till I saw their sales advance, and their merits I defended every time I had a chance. Then the able druggist perished, and a new one took the store, and the pills I loved and cherished weren't compounded any more. Then a sample pill I carried to an analyst of fame, and around his study tarried while he analyzed the same. And his laughter made him totter when his task was done, by jing; "this is made of flour and water, and it wouldn't cure a thing!" Thus the man of science lilted, for his task had made him gay; and I humbled felt and wilted, as I took the pill away. Just the same, those pills had cured me, changed my health from bad to good, as the pharmacist assured me, on his honor, that they would!

THE standard of purity and uniformity maintained in the Mercurial Preparations manufactured by Chas. Pfizer & Co., has given their brand an enviable reputation among the trade generally, and more particularly among Manufacturing Pharmacists.

Their Calomel especially, owing to its purity and white color, is peculiarly adapted for use in the manufacture of pills, etc., and their brand of Powdered Corrosive Sublimate is invariably desired by those who require a uniformly white and dry powder.—*Adv.*

"MAMMA," said little Dorothy, "I want some water to christen my doll."

"No, dear," replied her mother, "it's wrong to make sport of such things."

"Then I want some wax to waxinate her. She's old enough to have something done."—*Housekeeper.*

"ORATORY is a gift, not an acquirement," said the proud politician, as he sat down after an hour's harangue.

"I understand," said the matter-of-fact chairman. "We're not blamin' you. You done the best you could."—*Eastern Argus.*

American-Made Pharmaceuticals

Among The "World's Best"

Every Retail Druggist should boost Home-Made Products. Among these

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TRADE MARK

has, for more than 20 years, been known for its **wide range** of Remedial Application, and for its **unchanging, uncompromising** Standard of Excellence, as an "honest, reliable pharmaceutical."

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YOUR CUSTOMERS KNOW IT IS

THE BEST TONIC AND STOMACH REMEDY

THEY WILL BUY IT IF YOU GIVE THEM AN OPPORTUNITY.

Order a good supply from your jobber to-day and then write us for attractive store displays, novelty cards and beautifully illustrated booklets.

THE HOSTETTER COMPANY,

59 and 60 Water Street, PITTSBURGH, PA.

NELLIE: "Is that fellow of yours ever going to get up the courage to propose?"

Belle: "I guess not—he's like an hour-glass."

Nelle: "An hour-glass?"

Belle: "Yes—the more time he gets, the less sand he has."—*Cleveland Leader.*

BUYING an uncertain article is like a telephone kiss—mighty unsatisfactory!

When you stock and sell Marvel Whirling Spray Syringes you are pushing an item that's proved its merit by fourteen years of success. Keep the stock up!

A SWEDE was being examined in a case in a Minnesota town where the defendant was accused of breaking a plate-glass window with a large stone. He was pressed to tell how big the stone was, but he could not explain.

"Was it as big as my fist?" asked the nervous judge, who had taken over the examination from the lawyers in the hope of getting some results.

"It ban bigger," the Swede replied.

"Was it as big as my two fists?"

"It ban bigger."

"Was it as big as my head?"

"It ban about as long, but not so thick!" replied the Swede amid the laughter of the court.—*Saturday Evening Post.*

IN Auckland, New Zealand, it appears, women still keep their hats on in the theaters. At a comedy a very large lady was requested by a small man behind her to remove her headgear.

"I can't see the stage," he told her, "and I want to laugh with the rest of the audience."

"Oh, indeed!" she replied indignantly. "Well, you just watch my shoulders and when I laugh you laugh."—*Exchange.*

"YOU'D better eat it slowly," said Willie to the clergyman who was dining with the family. "Mamma never gives more'n one piece of pie."—*Boston Transcript.*

INTERESTING local views, when artistically printed on postal cards, find a ready sale. The National Color-type Co., Newport, Ky., will make to your order 1000 post cards printed in two-colored blue delft for $5.00, or 1000 hand-colored cards for $6.75.

Why not send for some samples?

CASEY'S WIFE was at the hospital, where she had undergone a very serious operation a few days before.

Mrs. Kelly called to inquire as to Mrs. Casey's condition.

"Is she restin' quietly?" Mrs. Kelly asked.

"No; but I am," said Casey.—*National Monthly.*

Don't Risk Losing Your Steady Customers.

The people who buy DIAMOND DYES are the kind of people who want exactly what they ask for.

Sell them DIAMOND DYES of the exact colors and kind that they want.

Diamond Dyes

Don't let your customers go to other druggists to get the particular kind of DIAMOND DYES that they desire.

Keep your stock up all the time.

WELLS & RICHARDSON COMPANY

BURLINGTON, VERMONT, AND
200 MOUNTAIN STREET, MONTREAL, CANADA.

THE boss entered the office, his face clouded, his brow wrinkled in angry thought. He called the office boy. Regarding the youth sternly, he said:

"Johnny, do you smoke cigarettes?"

"I d-d-do a l-l-little, sir," stammered Johnny, paling beneath the tan of the baseball field.

The boss fixed him with his eagle eye.

"Then gimme one," he said. "I left mine on the bureau."—*St. Paul Dispatch.*

A PROFITABLE way to spend some of the long winter evenings is in the study of pharmacy.

The course of home lessons offered by the Practical Druggist Institute, 53 Gold St., New York, will prepare you for the State Board examinations and at the same time enable you to earn more money.

To-day is the time to write for sample lessons and terms.

AT the first meal on board the ocean liner, Smythe was beginning to feel like casting his bread upon the waters. His friends had told him that when he began to feel that way he should stuff himself. He tackled a cutlet first, but it didn't taste right. He observed to the waiter, "Waiter, this cutlet isn't very good."

The waiter looked at his whitening face, then said: "Yes, sir; but for the length of time you'll 'ave h'it, h'it won't matter, sir."—*Lippincott's.*

SAID the bibulous gentleman who had been reading birth and death statistics: "Do you know, James, every time I breathe a man dies?"

"Then," said James, "why don't you chew cloves?"—*The Housekeeper.*

HELP your customers start the new year right by selling them Seelman's Perpetual Diaries. This date book serves as a perpetual calendar and register of important events. With it, records for previous years are instantly available. It can be used for a family or a school register and as a means of recording appointments, meetings, weather reports, etc. It finds a ready sale among all classes of customers.

Many druggists give these diaries to their customers as perpetual reminders of the store. Bought in quantity lots their cost is trifling, particularly when the length of life of the advertisement is taken into consideration.

Send 25 cents to Geo. Seelman & Sons Co., Milwaukee, Wis., for a sample copy.

"DEAR CLARA," wrote the young man, "pardon me, but I'm getting so forgetful. I proposed to you last night, but really forgot whether you said yes or no."

"Dear Will," she replied by note, "so glad to hear from you. I know I said 'no' to some one last night, but I had forgotten just who it was."—*Exchange.*

STYLE + QUALITY

Seamless boxes in largest variety and uniform workmanship.

GILL, NORTON, MILLER

If your jobber does not handle these well-known boxes, write for samples and prices.

AMERICAN CAN COMPANY,

Chicago **NEW YORK** **San Francisco**

Hamilton, Ont.

WITH OFFICES IN ALL LARGE CITIES.

EX-HERO: "Ah, my boy, when I played 'Hamlet' the audience took fifteen minutes to leave the house."

Vicious Ex-Comedian (coldly): "Was he lame?"—*New York American.*

"How many ribs have you, Johnny?" asked the teacher of physiology.

"I don't know, ma'am," giggled Johnny, squirming around on one foot. "I'm so awful ticklish I never could count 'em."—*Philadelphia Record.*

"AFTER two and one-half years of hard use, we find every part in perfect shape." So says Barbour of San Diego, Calif., regarding the soda fountain installed by the Liquid Carbonic Company of Chicago.

"Liquid" fountains are built on honor to stand the test of time. They are designed to give the greatest service with the lowest possible upkeep.

It will pay you to investigate the "Liquid" line. The company has representatives in all of the larger cities.

"I SUPPOSE," said the physician, smiling and trying to appear witty while feeling the pulse of a lady patient, "I suppose you consider me an old humbug?"

"Why," replied the lady, "I had no idea you could ascertain a woman's thoughts by merely feeling her pulse."—*Merck's Report.*

BLOBBS: "The suffragettes believe in the equality of woman, don't they?"

Slobbs: "Not at all; they believe in the superiority of woman."—*Philadelphia Record.*

A BOOK that contains engravings and descriptions of 110 window displays, a collection of pointed, pithy placards, practical chapters on window dressing in general and calendars suggesting articles for display every week in the year is indeed a valuable asset for any store.

Such a book is "Window Displays for Druggists," which E. G. Swift, Publisher, P. O. Box 484, Detroit, Mich., will send to you post-paid upon receipt of $1.00.

A SCOTCHMAN went to a horse race for the first time in his life, and his companions who took him to the race meeting presently persuaded him to stake a sixpence in the third race on a 40-to-1 shot. By some amazing miracle this outsider won. When the bookmaker gave old Sandy a golden sovereign and his sixpence, the winner could not believe his eyes.

"Do you mean to tell me," he said, "that I get all this for my sixpence?"

"You do," said the bookmaker.

"Ma conscience!" muttered Sandy. "Tell me, mon, how long has this thing been going on?"—*Northern Review.*

CHERRYALLEN BRINGS "REPEATS"

Hurrah for Nineteen Fifteen—a big year for fountain profits.

SUCCESSFUL BUSINESS MEN ARE FORESIGHTED:

Be ready for a biz year and resolve that **you** will be Mr. Ready-with-the goods.

The three big 1914 Special Cherryallen Offers will be continued during 1915. Note that prices are the same. On **Offer Number One,** for instance—your cost is $18.00, Your Net profit $105.00. Offer Number Two, including Syrup Dispenser, Cost $25.00, Profit $98.00. Offer Number Three, including Finished Drink Dispenser, Cost $55.00, Profit $68.00.

You know the details of these offers. When you buy them, figure it this way—"Cost so much, profit so much—profits show that Cherryallen is the best fountain proposition!"

The illustration at top of this advertisement shows our new window trim. The original is 41 inches long, and litbographed in colors—a stunner. We've just issued a big **new** and **"Newsy" circular** showing full color reproduction of all the 1915 advertising helps. Be sure you get a copy of this circular! Here's for Big business in 1915.

THE ALLEN RED TAME CHERRY COMPANY, 101 Second National Bank Bldg., TOLEDO, OHIO.

Western Office, Room C, American Bank Building, Kansas City, Mo. C. M. Coon, Western Sales Manager.

LITTLE KATHERINE: "I know something I shan't tell!"

Crusty Bachelor: "Never mind, dear. You'll get over that habit as you grow older."—*Northern Review.*

THE 10-cent size of Septorin laxative tablets costs 75 cents a dozen, the 25-cent size costs $2.00 a dozen and the 50-cent size costs $4.00. All three sizes are steady sellers. Your jobber can supply you. Write for special quantity offers.

HE (about to propose): "Miss Comeleigh, may I call you Alice?"

She: "I suppose you may if you really wish to, only—my name is Gladys."—*Eastern Argus.*

A PHILADELPHIA physician, in declaring that insanity was frequently productive of sound logic tempered by wit, told the story of a patient he once met in an asylum.

He came across this patient while strolling through the grounds, and, stopping, spoke to him. After a brief conversation on conventional topics the physician said:

"Why are you here?"

"Simply a difference of opinion," replied the patient. "I said all men were mad, and all men said I was mad—and the majority won."—*Lippincott's.*

A CERTAIN PEOPLE were much given to deploring war. War, they kept insisting, was poor business.

Their King heard them, but he didn't take them seriously. The very first chance he got he picked a quarrel with a neighboring Power, and, that done, he lifted up his voice in the old way.

"The fatherland is in danger!" he cried. "The honor of the nation is assailed! My children, be patriots!"

But they couldn't see him. "Not on your life!" they made answer. "You can fool all the people some of the time and some of the people all of the time, but you cannot fool all the people all the time!"

Whereupon the King made haste to patch up his quarrel and was very careful forever after not to pick another.

This fable teaches that we have still some distance to go before universal peace can be anything but a joke.—*New York Evening Post.*

LOOKING for ways to increase your business?

Turn to the advertisement of the Spatula Publishing Co., 2 Sudbury Bldg., Boston, and read about a number of books for sale by that concern telling of sure-fire schemes to bring the dollars tumbling into your till.

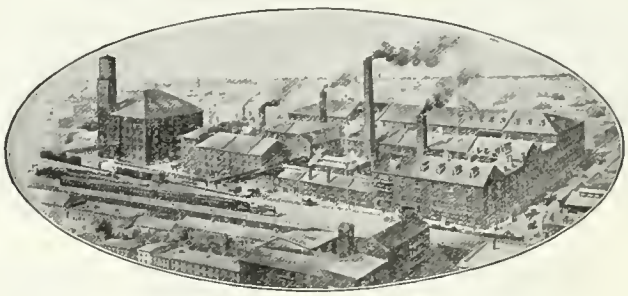
TELL a woman she has a beautiful nose and she will get cross-eyed from constantly looking at it.

P
W
R

FOUNDED 1818

Powers - Weightman - Rosengarten Co.

Manufacturing Chemists



NEW YORK PHILADELPHIA ST. LOUIS

MORPHINE SULPHATE, Flakes or Cubes STRYCHNINE and Salts CODEINE and Salts
QUININE SULPHATE and other Salts MERCURIALS. ACID CITRIC. ACID TANNIC
POTASSIUM IODIDE, Crystals or Granular ETHER, U. S. P., FOR ANAESTHESIA

BISMUTH SUBNITRATE
WHITE BULKY TASTELESS

COMPLETE LIST ON REQUEST. SPECIFY "P-W-R ORIGINAL PACKAGES."

THE gentleman and the little boy strolled along together, and to keep their minds in working trim, patronizingly picked out the good and bad qualities of the buildings they passed.

Presently Bobbie spied a spotted dog. "Look, father," he said, scornfully, "look at that dog! I don't like him. There's too much work on him."—*Everybody's Magazine.*

"TREFOIL" corks are smooth and free from imperfections, the kind that never break off in the bottle. They add the finishing touch to the distinctive prescription package.

The R. W. McCready Cork Company, Chicago, Ill., makes them. Your jobber will supply you.

AT a certain college it was the custom to have the students write the following pledge at the bottom of their examination papers:

"I hereby certify on my honor that I have neither given nor received aid during this examination."

Soon after handing in his paper to a professor, noted for his sarcasm, a young fellow hurriedly entered the class-room and said: "Professor, I forgot to put the pledge on my paper."

"Altogether unnecessary," replied the teacher. "I have just finished looking over your paper, and I feel sure you did not give nor receive aid."—*Lippincott's.*

HE: "I cannot express to you my gratitude for your kindness in giving me the first dance last evening."

She: "Well, you see, it was a charity ball."—*Fliegende Blaetter.*

THE first school to offer a systematic laboratory course in prescription writing was the Northwestern University School of Pharmacy.

This institution gives, besides a thoroughly practical training in pharmacy, chemistry, dispensing, etc., several more extended courses in pharmaceutical testing, food analysis, bacteriology and similar subjects enabling graduates to fill laboratory positions in the field of pharmaceutical chemistry.

Charles W. Patterson, 2431 Dearborn St., Chicago, is the secretary of the school and he will send "Typical Lessons in Pharmacy" to any prospective student.

"WE use 328,500,000 handkerchiefs a year in this country," asserted the statesman.

"Is that so?" returned the man with the cold in the head. "I wonder who uses the other ten or fifteen."—*Fun.*

SALESMAN: "Shirt, sir. Will you have a negligee or a stiff bosom?"

Customer: "Negligee, I guess. The doctor said I must avoid starchy things."—*Boston Transcript.*

The Greatest of all World's Fairs Opens Next Month!

Thousands of People from all Parts of America will Make the Long Trip to California.

MOTHERSILL'S REMEDY WILL BE IN DEMAND!

Wide-awake druggists in every small town or large city of the continent realize that the opening of the great Panama-Pacific Exposition at San Francisco, February 1st, will create an unprecedented demand for MOTHERSILL'S for the prevention of TRAINSICKNESS and SEASICKNESS. Thousands of people in every section of the country who dread the terrible nausea of TRAINSICKNESS will buy MOTHERSILL'S. Thousands who have never used it before will buy it this year. Are you ready to supply the demand?

Druggists who are alert to money-making opportunities will not only be prepared to supply the demand created by MOTHERSILL'S reputation and our advertising, but will suggest and recommend MOTHERSILL'S to every patron who contemplates the trip to the fair, whether by rail or water. We will help you to do this by supplying free advertising matter. Ask for it at once and get the benefit of the big 1915 demand for MOTHERSILL'S. Retails at 50 cents and $1.00. Write us for net prices to druggists. Quick action means money to you!

MOTHERSILL REMEDY CO., 503 J. HENRY SMITH BLDG., DETROIT, MICH., U. S. A.

THE DOCTOR: "I had a great many more patients this time last year; wonder where they have all gone?"

His Wife: "We can only hope for the best, dear."—*Campus.*

THREE MILLION DOLLARS.

That is approximately the value of the store equipments the C. H. Bangs Druggists' Fixture Co., of Boston, Mass., has manufactured and delivered to the druggists of the United States. Bangs fixtures have a universal reputation for quality and utility. That, and because they mean increased receipts, is why so many druggists have installed them.

"If you need more income, you need Bangs fixtures," says the company.

Why not write to-day for the proposition?

"You forgot something," called his wife from the window.

He came back.

"What did I forget?"

"You forgot to slam the door."

He slammed it.—*Tid-bits.*

WILLIE (to his aunt, who wants him to kiss her under the mistletoe): "Aunt Mary, it's best that you should know the truth. I love another."—*Snaps.*

EMILY: "Why are you waving your handkerchief?"

Angelina: "Since papa has forbidden Tom the house we have arranged a code of signals."

Emily: "What is it?"

Angelina: "When he waves his handkerchief five times, that means 'Do you love me?' And when I wave frantically in reply it means 'Yes, darling.'"

Emily: "And how do you ask other questions?"

Angelina: "We don't. That's the whole code."—*Harper's Weekly.*

TOOTH POWDERS, cold creams, hair tonics or any other preparations put up under your own label demand the most attractively finished package possible to obtain.

The line of decorative tops for cans and bottles furnished by the Consolidated Fruit Jar Co., of New Brunswick, N. J., admirably satisfies the wants of the druggist who is particular about the finish of his "own make" goods.

Why not send for prices to-day?

"YOUR husband does not knock you about as he used to do, eh?"

"No, sir."

"I am delighted to hear it. After all, his heart is in the right place."

"Oh, yes, sir—and the rest of his body, too. He is in prison!"—*Exchange.*

A Satisfied Customer is the Druggist's Best Advertisement

The Marvel Whirling Spray Syringe

Gold Medal Awarded—Paris, 1902
By the Societe d'Hygiene of France
as the latest and best improvement in vaginal Syringes. Particular attention is called to the fact that by reason of its peculiar construction the Marvel Syringe dilates and flushes the vagina with a volume of whirling spray, which smooths out the folds and permits the injection to come into contact with and cleansing the entire surface.

Fully Protected by Patents.

You can safely recommend it
Has no rival on the market, is well advertiaed, pays a good profit, quality guaranteed. The MARVEL is returnable for exchange if found defective and reported promptly.

THE MARVEL COMPANY
Sole Proprietors
44 East 23rd Street, - - - New York
BRANCH OFFICES:
Paris, France - - 42 Rue du Marche
London, England - 11 Queen Victoria Street
Sydney, N. S. W., Australia, 416-418 George Street
All Jobbers Sell It

"I REFUSE to accept these photographs," said an irate woman to a photographer; "my husband looks like a baboon!"

"I can't help it, madam," replied the photographer; "you chose him. I didn't."

BEGINNING with each new year druggists in general consider ideas that will increase their receipts.

Money making ideas, 350 of them, that have been tried out and found successful by druggists in all parts of the country are contained in a book entitled, "350 Dollar Ideas for Druggists," published by E. G. Swift, P. O. Box 484, Detroit, Mich.

The price? $1.00 post-paid.

"Now, Mr. Janus, I don't see how with your salary you can afford to smoke such expensive cigars," remarked a merchant severely to one of his clerks.

"You're right, sir," responded Janus. "I can't; I ought to have a bigger salary."—*Judge.*

"NODDER'S wife won't go to church with him any more?"

"The very idea!"

"Don't blame her. The last time she went he asked the usher to put him down for a call at 12.10!"—*Central Argus.*

THE plebe, sitting on the Monument beside the first-class man, looked across the river from West Point to Constitution Island. The plebe was inquisitive. He wanted to know what the Government intended to use Constitution Island for. The first-class man coughed discreetly, blushed, and looked around him carefully for eavesdroppers.

"It isn't generally known," he said, "but you're a cadet now. If the Signal Corps experiments go through successfully, they'll use it as an aviary." His voice dropped mysteriously.

"For birds, eh?" said the plebe. "Carrier-pigeons?"

"Not exactly," answered the knowing one. "They'll be pigeots, as they call 'em—cross between a carrier-pigeon and a parrot, to carry verbal messages, you know. Don't tell."

And the plebe didn't—until his last commencement.—*New York Evening Post.*

Do YOU know what the "Owens" process is?

It is a method used by the Whitney Glass Works, Glassboro, N. J., to produce machine-made bottles uniform in height, weight and capacity.

"WAS your husband kind to you during your illness?"

"Kind? Ah, indade, mum! Moike was more loike a neighbor than a husband."—*Selected.*

LITHOGRAPHED CANS

Should be considered as a selling factor rather than an additional expense
We offer the above attractive line of National Rubber Packages as proof that LITHOGRAPHED Cans arouse interest, and hold attention of Consumer, PROMOTING SALES and discouraging substitution.

KEEP YOUR PRODUCT MOVING—USE LITHOGRAPHED CANS—

NATIONAL CAN COMPANY
Independent Manufacturers
DETROIT, MICH.

"I WAS outspoken in my sentiments at the club today," said Mrs. Garrulous to her husband the other evening.

With a look of astonishment he replied: "I can't believe it, my dear. Who outspoke you?"—*National Monthly.*

THE teacher had written on the blackboard the sentence: "The toast was drank in silence," and turned to her class for them to discover the mistake.

Little Bennie Sheridan waved his hand frantically, and going to the blackboard, scrawled the correction:

"The toast was ate in silence."—*Everybody's.*

W. J. BUSH & Co., 100 William St., New York, says that a one-per-cent alcoholic solution of Oleo Resin Ginger, "Bush," produces an extract which will conform to the requirements of the national pure food law and that it may be labeled extract of ginger.

"Do YOU try to make home life pleasant for your son?"

"Yes," replied Farmer Corntossel. "But it's mighty hard to live up to the refined ways he insists on. I'm annoyin' him terrible because when I'm workin' around the barn I keep forgettin' to refer to the hayloft as the mezzanine floor."—*Washington Star.*

"NO MAN is as well known as he thinks he is," says Caruso. "I was motoring on Long Island recently. My car broke down, and I entered a farm-house to get warm. The farmer and I chatted, and when he asked my name I told him modestly that it was Caruso. At that name he threw up his hands.

"'Caruso!' he exclaimed. 'Robinson Caruso, the great traveler! Little did I expect ever to see a man like you in this here humble kitchen, sir!'"—*Tit-Bits.*

WHEN a physician picks you out to compound his prescriptions it is because he has confidence in your ability.

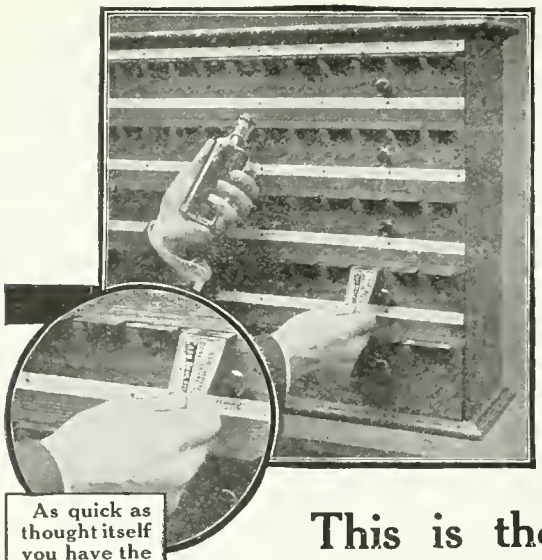
Why not further increase this ability by installing a Day ointment mill that will grind all kinds of ointments into a smooth mass, free from lumps or unmixed particles?

The J. H. Day Co., Cincinnati, Ohio, will quote prices upon application.

"I WON'T pay one cent for my advertising this week," declared the store-keeper angrily to the editor of the country paper. "You told me you'd put the notice of my shoe-polish in with the reading-matter."

"And didn't I do it?" inquired the editor

"No, sir!" roared the advertiser. "No, sir, you did not! You put it in the column with a mess of poetry, that's where you put it!"—*Ladies' Home Journal.*



As quick as thought itself you have the RIGHT LABEL.

This is the Most Highly Perfected Method of Labeling in the World.

Labeling-convenience, labeling-accuracy and labeling-economy become permanent factors in your store with the use of the

McCOURT LABEL SYSTEM

—instantaneous labeling.
—no mistakes.
—50% to 75% saved in labeling time.
—25% to 40% saved in labeling cost.

10,000 American druggists are enthusiasts of the McCourt Label System. They particularly appreciate the McCourt re-ordering feature, which permits the purchase of small quantities of McCourt Roll Labels at low prices.

McCourt Roll Labels are engraved on imported Scotch paper and will not curl, stick together nor become brittle. *Not one single label in a McCourt Roll is wasted.*

Why You Should Write Us.

We are experts in the manufacture of labels and label cabinets. Our label experience is extensive—therefore our advice valuable. Write us.

Let us tell you how to stop your label losses and troubles. Let us send you some interesting label literature that you will be glad to have and to read.

A special pill and powder box service is rendered exclusively to users of the McCourt Label System. Ask us about it.

McCOURT LABEL CABINET CO.
47 Bennett St., Bradford, Pa.

An Attractive Business Proposition for Salesmen

The McCourt Company has a number of openings for able, responsible representatives on a commission basis.

To the right men we will give ample demonstration of how easily the McCourt Label System sells and make arrangements that are extremely liberal.

In some instances exclusive territorial rights may be obtained.

Write us *fully*, detailing your experience and enclosing references. Aggressive men with character, push and training will have our preference and receive the utmost co-operation.

"Henry," said she, "you look very pale. What's the trouble?"

"I was stung to the quick by an adder this afternoon."

"Heavens! How did it happen."

"Why, I dropped in at the bank and the bookkeeper told me my account was overdrawn."—*Fun.*

Artificial legs are a legitimate side-line for the druggist. Be prepared to supply probable demands for them by securing a catalogue and prices from George R. Fuller Co., 99 N. Clinton Ave., Rochester, N. Y.

The Little Man and the Little Woman.—She was brave, industrious, was Little Woman, married to a brave, industrious, but poorly informed Little Man. Little Woman stayed properly at home and cared for her nest; Little Man daily went forth to labor at very particular steel things.

Little Woman could do everything about the house; Little Man could do just one thing connected with the manufacture of finely graduated calipers or gauges, capable of measuring the thickness—or rather, the thinness—of writing paper.

It is not the purpose of this account to describe the conditions of Little Man's job; suffice it to say that he had to spend many bent-over hours each day away from fresh air, benevolent sunlight, and healthful out-of-doors. The development of tuberculosis in Little Man was natural. He wasn't very robust by birth; he wasn't informed about tubercular infection; and all he could do was to plug along at the job.

Of course, when he became unable to do his work well, that is to say, when "the boss kicked too much," he consulted a doctor. The doctor, a busy man who wrote and talked mechanically, prescribed a mechanical remedy for the mechanic who was to swallow it; for he said that the mechanic's trouble was a "chronic cough." And thus it was that Little Man had a narrow squeak.

The doctor had a medical friend, who, himself, had taken chances, gone to Texas, or Arizona, or New Mexico, or somewhere in "the Southwest;" and it occurred to the Eastern man, as it occurs to so many Eastern men, that the Southwest was the very place for sick, helpless mechanics who have every opportunity for finding sustenance in a region where factories are practically unknown and specialized mechanisms entirely of the imported variety! The Little Man listened to the advice which pointed him to life-giving prairie air and provided miraculously for work, and went home to Little Woman to talk things over and count up cash. Little Woman knew that Little Man must do something for himself, and, equally, that she must do something for them both. Therefore, she would take in sewing or go after it, in that wonderful Southwest of plenteous jobs, while Little Man might work at something-or-other-which-the-Lord-would-provide. In this simple way, Little Man would speedily get well, would hold together, and a vacation outing would take the place of the mechanical misery of graduated gauges. Cash? They counted it.

They had just about one hundred dollars besides the expense of a journey to the Southwest.

It never occurred to them not to trust the doctor—he had often and often trusted them!

It never occurred to the doctor not to trust his own mechanical prescription. He had no time to study rush and dust and other mysteries of very particular steel things.

So the doctor sent the young couple away to the Southwest, omitting to notify his fried, the Southwest doctor, about them until they were on the train. Then it was too late for the Southwest doctor to do anything but think unprintable things when he learned that he was to meet at the train two ignoramuses fighting tuberculosis and expecting to find jobs waiting under the slim and scanty foliage which competed with cactus for the limited moisture of air and soil.

The "ignoramuses" hadn't written ahead to ascertain about board or a place to stay, or the number of sewing-women in the community. They were going to Healthdom. That was enough. Hadn't the doctor said that?

So they got off the train and smiled just as hard as their new doctor did and the smiles almost exactly the same—as hopeful as hopeful could be.

The new doctor examined Little Man and found moderately advanced, but not necessarily hopeless, tuberculosis. The young mechanic had a fighting chance provided he could rest, live in cozy quarters and have good food.

To understand possibilities, the new doctor had to have a private talk with Little Woman. With this doctor of the Southwest, private talks had become almost as mechanical as the prescriptions of his eastern confrere—thank God, not quite!

The new doctor sent Little Man with a letter to the foreman of the railway machine shops in the next town—the only mechanical industry in the vicinity.

When Little Man was gone, the new doctor gently explained to Little Woman that she could not earn more than a dollar a week there by sewing or other labor. There were many other women in the locality adding to pin-money, or killing time, or waiting for death to carry away a loved one—all just so many factors contributing to use up money and decrease chances for remuneration.

About the time Little Woman was crying her eyes out, all by herself, at the terrible prospect she was facing, Little Man came back smiling cheerily because he hadn't been able to find work and didn't wish to bother wifey with a trifle synonymous with despair. But he didn't smile when he went to see the Southwest doctor and have a private talk of his own.

The new doctor probed. Little Man had a brother in Manitoba. (Prairie country, that! Fresh air! out-of-doors! New doctor felt hope all through him.) Then he asked falteringly, if the brother could help take care of Little Man for a time.

Hurrah! Brother was not only fully able to support Little Man, but would fairly love to do so. Hurrah, indeed! But why—why in—in Heaven—hadn't the Eastern doctor sent Little Man out to Manitoba at once,

Mr. Druggist

French Importations

IN many of your lines are practically suspended. You must necessarily substitute domestic products. You can satisfy and hold your customers—make more money and develop new lines by pushing the old-established quality line of

Ingram's

Toilettes and Perfumes

They offer the double advantage of being *American made*, and containing pure natural imported raw materials. Tens of thousands of Ingram users everywhere realize that *no* European products excel those of the Ingram laboratories.

In the face of this shortage the question for you to decide is this—will you push a low-priced substitute, or will you retain the high-class trade to *your permanent* advantage by selling the American-made perfume of quality—INGRAM'S?

We will gladly make definite suggestions which will help you to increase your business. Shall we do so? Fill out and mail the coupon below.

There is Beauty in every Jar

Frederick F. Ingram Co.
22 Tenth St., Detroit, Mich.

Frederick F. Ingram Co.
22 Tenth St.,
Detroit, Mich.

Please send me suggestions for increasing my sales in perfumes and toilet specialties. This does not obligate me in any way.

Name _____

Address _____

Town or City _____ State _____

The More You Sell The More You Make

You get 50 cents a bottle (retail) for **Abbott's Saline Laxative** or **Salithia,** medium (standard) size.

Price to you, from your jobber, or direct, is $4.00 per dozen, less 15%.

YOUR PROFIT IS $2.60 a dozen—OVER 75%. The price is right—The products are right.

Your price per dozen on the small size (25 cents retail) is $2.25; on the large ($1.00 retail), $9.25, less 15%.

The same discount, 15%, applies on our entire line, with the exception of Biologics, on which your discount is 25%.

NO SALINES PAY YOU AS WELL AS ABBOTT'S

They are repeaters and are widely advertised as being on prescription at all druggists. Stock now and push for profits.

NOTE.—If you haven't a copy of our complete Price List (1913-1914), over 400 pages, one will be sent on request.

THE ABBOTT ALKALOIDAL CO.
[THE ABBOTT LABORATORIES]
Ravenswood, CHICAGO
Seattle San Francisco Los Angeles New York
Toronto Bombay

Lest You Forget

Calcidin

H-M-C

Noclein

Galactenzyme

Intestinal Antiseptic (W-A)

Sodoxylin

Carbenzol

thereby saving this needless waste of travel expense to the Southwest?

Little Man didn't know.

"You've got just enough money to get you both to Manitoba," pointed out the Southwest doctor. "Hike, while times are good. In three weeks, if you stay here, you'll be on the county—and how would you like that for medicine? Your chance is in Manitoba, not in the Southwest."

So Little Man mustered up quite a genuine smile, after all, at leaving the Southwest instead of at living there!

In Manitoba he got well. But it was a narrow squeak. "Find out first, find out first," adjures Little Woman; "and be sure to make Eastern, or Western, or Nothern, or Southern doctors translate for you and explain all about any prescription beginning, "Take first train to another climate."—T. C. MERRILL, M.D., in the *Survey.*

THE field of optometry is neither crowded nor overworked; it affords an excellent opportunity for the druggist to increase his earning capacity.

Both attendance and correspondence courses, giving the proper training requisite for the correct fitting of glasses, are offered by the Northern Illinois College of Ophthalmology.

A postal card, bearing your name, addressed to G. W. McFatrich, M.D., Masonic Temple, Chicago, will bring complete information.

"WE want a man for our information bureau who can answer any and all questions."

"That's me; I'm the father of 11 children."—*Detroit Tribune.*

SEAMLESS BOXES possessing style and quality are offered in large variety by the American Can Company.

Ask your jobber or write the New York, Chicago or San Francisco office of the company for samples and prices on the Gill, Norton and Miller styles.

"Trouble is brewing for you," said the witch grimly.

"I know it," was the sad reply. "I've received no less than five invitations to 4 o'clock teas this week."—*Fun.*

LIBERAL profits are secured by dealers who handle Expurgo remedies. If you have not stocked these money makers as yet, ask your jobber for prices or write to the Expurgo Mfg. Co., 815 N. Clark St., Chicago.

PAT: "Yis, sorr, wur-rk is scarce, but Oi got a job last Sunday that brought me foive dollars."

Mr. Goodman: "What! you broke the Sabbath?"

Pat (apologetically): "Well, sorr, 'twas wan av us had t' be broke."—*Boston Transcript.*

A Wilmarth Store—Economically Arranged
Next Month—A Hint to you

THE Wilmarth LINE
THE CASE WITH A CONSCIENCE

COMPLETE DRUG STORE EQUIPMENT

$500 and up for a Wilmarth Outfit—it doesn't take a fortune.

Real Economy Means Wilmarth Equipment

WILMARTH SHOW CASE COMPANY

1520 Jefferson Ave., Grand Rapids, Mich.

CHICAGO, 923 W. Jackson Blvd. BOSTON, 21 Columbia St. NEW YORK, 20 West 30th St. PITTSBURGH, House Bldg. DES MOINES, Shops Bldg. ST. LOUIS, 1118 Washington Ave. MINNEAPOLIS, 27 No. Fourth St. HELENA, Horsky Blk SAN FRANCISCO, 51 Market St

Made In Grand Rapids

A LOVE-SMITTEN YOUTH asked one of his bachelor friends if he thought that a young man should propose to a girl on his knees.

"If he doesn't," replied the friend, "the girl should get off."—*Everybody's.*

HE: "But couldn't you learn to love me, Anna?"

She: "I don't think I could, Harry."

He (reaching for his hat): "It is as I feared—you are too old to learn."—*Harper's Bazaar.*

IF you order essential oils in original packages under the Dodge & Olcott label you are assured of getting products that are recognized as standards of quality.

Just specify "D & O" on your orders for oils. Every jobber has them.

MINNICK: "I don't find any passage in Scripture that forbids a man to have more than one wife."

Sinnick: "Must have overlooked this one, then: 'No man can serve two masters.'"—*Northern Baptist.*

"DON'T keep pestering me."

"Then you won't marry me?"

"I wouldn't even be engaged to you at a summer resort."—*Louisville Courier-Journal.*

"My dear," said the proud father, "I cannot understand your objection to young Prudely as a suitor for your hand. I am sure that he is a model young man."

"There is no question about his being a model," replied the bewitching beauty; but, father, dear, the trouble is that he is a 1912 model."—*Buffalo Commercial.*

DOES your fire insurance cost you too much?

If so, you can cut its price appreciably by insuring with an organization which is maintained for the purpose of supplying fire insurance at a cost consistent with the hazard incident to the drug business.

The Druggists' Indemnity Exchange, St. Louis, Mo., is such an organization and, furthermore, during the seven years it has been doing business it has never had a single lawsuit.

Write to-day asking the Exchange how much it can save you in insurance rates. You will find that you can obtain more protection at less cost than you can from a company that deals in all classes of fire risks.

"OH, my!" exclaimed the excited woman who had mislaid her husband. "I'm looking for a small man with one eye."

"Well, ma'am," replied the polite shop-walker, "if he's a very small man maybe you'd better use both eyes."—*Tit-Bits.*

Before you purchase an Electric Mixer

Write for information regarding

"THE DUMORE"

PATENTED

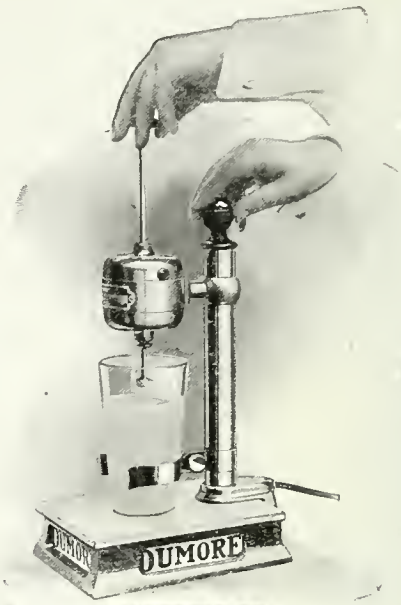
The Most Practical, Attractive, Safe, and Sanitary Machine on the Market.

Attractive: The drink and base illumine.

Safe: The points of contact are non-conductors.

Sanitary: Mixer rod protected when not in use.

Price: "With these exclusive features—less than that of other machines."



Write us for particulars

Wisconsin Electric Company,

Mfrs. of the Dumore Mixer

Racine, Wis.

A BASEBALL player had two fingers of his right hand pretty badly bunged up in practice, and on his way home from the grounds he dropped into a doctor's office to have them attended to.

"Doctor," he asked anxiously as he was leaving, "when this paw of mine heals will I be able to play the piano?"

"Certainly you will," the doctor assured him.

"Well, then, you're a wonder, Doc. I never could before."—*Everybody's.*

"THERE'S only one Antiphlogistine," says the Denver Chemical Mfg. Co., of New York, and that one has been a steady seller for more than 20 years.

Jobbers everywhere sell it, an order for $12 worth entitling the dealer to an extra discount of five per cent.

"ISN'T your wife a clipper!"

"She's more. She's a revenue-cutter!"—*Judge.*

The dean was a bad sailor and had suffered a great deal on the trip. At Dover he was looking over the railway company's rules on the station wall as a passenger came up. Said the dean: "After that stormy voyage we have at least one advantage in making the subsequent trip to London. I see the company carries returning empties at reduced rates."—*St. Louis Star.*

SOME time ago Willie started to attend the public school, and during one of the intervals between writing the alphabet on a piece of paper and spelling "cat" the teacher sat down beside the youngster for a confidential talk.

"I suppose, Willie," she encouragingly remarked, "that you have some great ambition in life?"

"Some ambition in life!" responded little Willie, looking at the teacher with a perplexed question.

"Yes," returned the teacher. "For instance, what would you rather do than anything else on earth?"

"Wash mother's ears!" was the emphatic response of the youngster.—*N. Y. Sun.*

STORE FIXTURES of all kinds and at all prices are illustrated in the catalogue of drug store equipments issued by the Joseph Knittel Show Case Co., 327 Third and Broadway, Quincy, Ill.

If you are contemplating the purchase of new fixtures one of these books will be sent free for the asking.

MAGAZINE EDITOR: "No, we cannot accept this story."

Agent: "But the author is a man who has acquired a great reputation."

Magazine Editor: "Yes, but only in literature."—*Boston Transcript.*

FOR HOT CHOCOLATE USE

KOKO-KAKS

REG U S.PAT OFF.

TRADE MARK

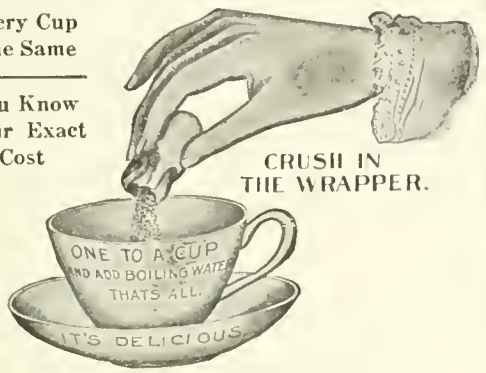
In the Waxed Wrapper

The Instantaneous, Sanitary, Economical, Quality Way.

Always Ready—Serve 1 Cup or 100—No Lost Time—No Waste.

Every Cup The Same

You Know Your Exact Cost



Sample box of 100—$2.00 express prepaid.
Cash with order, or through your jobber.

E. C. HAZARD & CO. 187 St. Paul St. Rochester, N. Y.

Your Show Windows PAY Bigger Dividends

than any part of your store when you regularly use the forcefully attractive display material of

PLUTO WATER

Investigate our quantity lot discount and send for our full window display free on request.

Delay means lost dollars. Write to-day for details of the plan by which your profits increase in percentage as your sales grow in volume.

French Lick Springs Hotel Company
FRENCH LICK, INDIANA.

THE pastor of a well-known Boston church was calling a short while ago on a dear old lady, one of the "pillars" of the church to which they both belonged. Looking upon her sweet, motherly face, which bore few tokens of her ninety-three years of earthly pilgrimage, he was moved to ask her: "My dear Mrs. Adams, what has been the chief source of your wonderful strength and sustenance during all these years? What do you consider has been the real basis of your extraordinary vigor of mind and body, and has been to you an unfailing comfort through joys and sorrows which must come to all of God's creatures? Tell me, that I may pass the secret to others, and, if possible, profit by it myself."

The good pastor waited with unusual eagerness for the old lady's reply, which she gave, after a moment's reflection, while her kindly old eyes were dimmed with tears.

"Victuals," she answered, briefly.—*Harper's.*

ATTRACTIVE prices on glass bottles and jars will be quoted to interested druggists by the Imperial Glass Co., of Charleroi, Pa., with offices in New York, Philadelphia, Pittsburgh and Detroit.

Ask the nearest office.

STELLA: I wouldn't marry the best man on earth.
Knicker: Have I asked you to?—*Harper's Bazar.*

MAUD: "Would you recommend the lawyer who got you your last divorce?"

Beatrix: "Well, his charges are reasonable, but I've enjoyed more notoriety with others."—*Life.*

PINEX is nationally advertised; a guarantee of complete satisfaction goes with every package. During the winter months the demand for it is sure to be large and it behooves the druggist to see that his supply is sufficient to meet the numerous calls for it.

Pinex may be ordered through jobbers or from the Pinex Co., Fort Wayne, Ind.

A HAPPY COUPLE were on their way to Scotland. They had to change trains at Carlisle, and an obliging porter, while struggling with the luggage, noticed that the young lady's hair was dotted with rice. He approached the young man and, pulling a folded paper from his pocket, said:

"A present for you, sir, with the company's compliments."

"Indeed," said the traveler, "what is it?"

"A railway map, sir."

"Oh, thank you; but what are these marks in blue pencil?"

"That's the beauty of it, sir; these marks show just where the tunnels are and their length."—*Practical Druggist.*

Scarf Pins with Moving Eyes

Just the thing for clerks and bosses in drug stores as they represent the emblem of poison as used in pharmacies. This particular pin was designed especially for our subscribers. It is made in both dark German silver finish and in gold plate. Take your choice. They are so made that the eyes inside the skull oscillate with every movement and show the fire of the stones. They are wonderfully interesting and fascinating and are sure to please both the wearer and his friends. The price for one is 50c. State which kind you want. To any one who will send us $1.00 (Foreign 5/6) for a new subscription *and will ask for it*, we will send one of these pins with our compliments.

300 READY-TO-USE ADS. FOR DRUGGISTS, by Chas. L. Archbold and other experts. Something for every department and every season. Nearly all have each an appropriate illustration which may be used or not as desired. So arranged they may be cut out as needed and sent to your local paper, or to your printer as copy for counter slips. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

1,000 WAYS AND SCHEMES TO ATTRACT TRADE.—, This book is the result of over five years of observation and labor and describes more than a thousand ideas that druggists and other tradesmen have successfully put into practice to increase their sales. Many of them have transformed losing businesses into profitable ones. Almost any one of them will bring you larger business and give you a bigger income. 208 pages 9½ x 7 and 120 illustrations. Printed on the best of white paper and bound in a handsomely ornamented cover. Price, post-paid, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

TOILET PREPARATIONS.—A treatise on the manufacture of Casein Massage Creams, Complexion Creams, Cold Creams, and Face Creams; Powders, Toilet Lotions, Camphor Ices, Bath Tablets, and other similar preparations, including hundreds of the latest and best formulas. Compiled and edited by L. W. Marshall. Price, post-paid, 50 cents (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

ONE THOUSAND FORMULAS.—A compilation giving the practical working druggist full information about the making of one thousand of the most common and salable preparations, by L. W. Marshall. Price, 75 cents (Foreign 3s.); with THE SPATULA 1 year, $1.35 (Foreign 7s.).

SPATULA VETERINARY FORMULARY.—A collection of practical formulas for all diseases common among horses, cattle, swine, poultry and dogs, by L. W. Marshall. 50c. (Foreign 2s.); with THE SPATULA 1 year, $1.25 (Foreign 6s.).

HOW TO MAKE SHOW CARDS.—A practical treatise on the fundamental principles of artistic lettering with pen and brush for the use of retail merchants and their clerks, by Charles A. Miller. Fully illustrated with diagrams, alphabets, sample signs, etc. Heavy coated paper. The handsomest and most useful book on the subject published. 120 pages. Price $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

SPATULA LABEL BOOK.—For shop use, comprising labels for practically all the Drugs, Chemicals and Preparations in the Pharmacopœias, and for a large number of unofficial articles, utensils, apparatus, etc.; over 2,000 labels. Price, $1.00 (Foreign 4s.); with THE SPATULA 1 year, $1.50 (Foreign 8s.).

SPATULA INK FORMULARY.—Recipes and directions for making all kinds of inks for all purposes, by Dr. J. H. Oyster, 172 pages, bound in cloth. Price, post-paid, $2.00 (Foreign 8s.); with THE SPATULA 1 year, $2 50 (Foreign 12s.).

☞Send a 2-cent stamp for Spatula Soda Girl in colors on cardboard, sample copy of Spatula and catalogue of books.

THE SPATULA, 2 Sudbury Building, BOSTON.

I SPOKE to him gingerly. He appeared to be a nice man. He was respectably if not ornately dressed.

"You are on some committee, I presume," I said.

"No," he replied.

"Or president of something?" I ventured.

"No president," he replied.

"Then you hold some office?"

"Never did such a thing."

"Possibly," I said, "you are the husband of a distinguished lady."

"Sorry," he replied, "but I can't say I am."

"You are an American?"

"Surely."

I began to edge away.

"I am sorry I can't be intimate with you," I said, "and I hope you will excuse me for probing—but I can't afford to know any one who isn't somebody. No title or anything to recommend you. Haven't you lectured anywhere on sex?"

"No, sir."

"Nor addressed any body of citizens on their civic duties?"

"Not an address."

"Nor even been in jail?"

"No jail."

"Then good-bye," I said. "You may have been born in the United States, but you are certainly not worth anybody's time."—*Life.*

ARE you sure that every customer entering your store has his attention impelled to the merchandise you are displaying?

If not, ask the Quincy Show Case Works, Quincy, Illinois, for its free catalogue of drug store equipment. It illustrates show cases designed to bring the goods displayed in them to the notice of every one who passes near the cases.

DÉBUTANTE: "He said he would go through a raging flood just to look into my eyes."

Chaperon: "When, last night?"

Débutante: "No; last night he phoned that it was raining too hard for him to call."—*Judge.*

"WE are sending check for the gross of Mystic Cream, less the discount. We cannot speak highly enough of the cream and our customers are delighted with it. They invariably come back for the second jar." That is what Knauf Sisters, massagists and manicurists, Duluth, Minn., write about Mystic Cream.

Mystic Cream is a preparation for chapped hands that is meeting with a ready sale all over the country. Write to Ogden's Pharmacy, Middletown, N. Y., for a price list and sample. The quality of the cream and the price will appeal to you.

"YOUR husband, madam," said the doctor as gravely as he could, "is suffering from voluntary inertia."

"Oh, my poor Henry!" sobbed the good woman, "and here I've been telling him he was just lazy."—*Fun.*

OLD GENTLEMAN: Well, my lad, are you going fishing, or are you going to school?

Little Lad: I dunno yet. I'm just a-wrestling with me conscience.—*Northern Review.*

"I WANT a license to marry the best girl in the world," said the young man.

"Sure," commented the clerk, "that makes thirteen hundred licenses for that girl this season."—*Puck.*

A PERPETUAL CALENDAR.—C. E. Palmer, a drug clerk of Fayetteville, Ark., has recently brought out a novel, yet practical, perpetual calendar which he calls the Datometer. With it the day of the week and its relation to other days in the month for any year from 1745 to 1941 may be ascertained almost at a glance. It is instantly adjustable to any desired year, but perhaps its greatest utility lies in the fact that it may be conveniently used for the current twelvemonth.

THE golden-haired song bird had just bowed to her audience when a man rushed frantically upon the stage and cried:

"Is there a physician in the house?"

A young man in the third row, blushing with embarrassment, arose.

"Say, Doc," asked the young man on the stage, with a jerk of his thumb toward the singer, "ain't she a beaut?"—*Everybody's.*

THE twenty-ninth annual course of instruction was opened by the Buffalo College of Pharmacy in October, 1914, with a record attendance of 181 students. Of this number 139 are taking the two-year pharmacy course and 42 are studying in the three-year analytical chemistry course. On the evening of November 2 the freshmen classes were given a reception by the other students and faculty in the library of the University building. A programme of vocal and instrumental music and recitations was furnished by the students, of whom there were about 150 in attendance.

"WAR was declared Aug. 8, wasn't it?"

"Oh, no, dear; we were married two years before that."—*Fun.*

"HAVE you any rubber articles?" asked the man entering the store.

"Surely," replied the salesman. "We have a fine line of opera glasses."—*Purple Cow.*

WHEN you stroll through the streets of a strange neighborhood and the cats come out and hump their backs against your leg, you may know that the children of that neighborhood have been taught something."—*Life.*

"Tango" Harmonica No. 6714.

Hohner Goods and What They Represent

TODAY there are in excess of 250,000 retail merchants in the United States who handle Hohner goods. Is this not conclusive evidence of the prestige and remarkable selling qualities of this merchandise?

The alert retailer is buying Hohner goods because he knows that they promise a satisfactory profit. He recognizes their marked superiority and appreciates the fact that when a Hohner instrument is once sold, it remains sold. He is fully aware that there will be no "come back."

Hohner Harmonicas, Accordeons and Blow-Accordeons have a reputation of many years in back of them. They have always been acknowledged to be the *acme* of perfection, which explains their present unique standing.

A daily demand for the genuine Hohner instruments exists in every town and hamlet in the country, and there is not a Druggist who could not handle them with profit and satisfaction to himself.

Just ask your wholesaler about the Hohner product. He'll tell you that they have a world-wide reputation, and that in their investment you have something as good as a first-class bond.

If you are not in the army of 250,000 merchants, you are simply losing substantial profits that would be going your way.

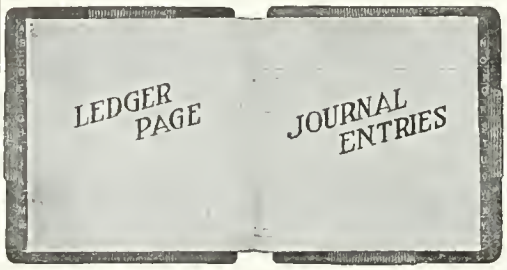
M. HOHNER

114-116 East 16th St.
NEW YORK CITY, N. Y.

Canadian Office:
76 York Street,
Toronto, Ont.

Mexican Office:
Sa Tacuba, Num. 74,
Mexico, D. F.

Combined Ledger-
DUPLICATING
Statement System



A practical method of keeping books, eliminating all waste energy. By the use of this system you can render your customer an itemized statement of his account instantly.

Do not confound this modern method with the so-called cabinet systems. It is a loose-leaf book, handsomely bound, permitting you to carry, not only your sales accounts but also your general and purchase accounts under the same cover.

The System Complete Sells For

$18.75

Write us now for catalogue K, Explanation and Forms.

The Richmond & Backus Company
DETROIT - MICHIGAN

ESTABLISHED 1842

"WHAT excuse did he give for shooting at you?"

"The flimsiest ever. Said he thought I was a deer, when everybody in this community knows I'm a bull moose."—*Louisville Courier-Journal.*

DANCING MASTER (explaining new figure): "Now, for every step forward, you take two backward——"

Diogenes (blowing out lantern): "By gad! I've found him at last!"—*Dartmouth Jack o' Lantern.*

A MOST complete Manual for prospective soda fountain buyers is being offered for free distribution by the Walrus Manufacturing Co. It fully describes the many exclusive features embodied in Walrus soda fountain construction.

To any one contemplating the purchase of a new fountain the book should prove of great value. It deals with every section of the outfit, giving particularly detailed descriptions of the working parts of Walrus fountains—things that are oftentimes overlooked by purchasers who are influenced mainly by exterior appearances.

The Manual places before the buyer the necessary information to give him an insight into every working part of the fountain, together with an honest and unbiased statement as to the quality of each piece of material that enters into the construction of the entire outfit. It explains to him everything that he should be acquainted with in order to buy a soda fountain intelligently.

A copy of this Manual will be sent to any one interested, by the Walrus Manufacturing Company, Decatur, Ill., upon mention of the BULLETIN OF PHARMACY.

"WELL, auntie, have you got your photographs yet?"

"Yes, and I sent them back in disgust."

"Gracious! How was that?"

"Why, on the back of every photo was written this: 'The original of this is carefully preserved.'"—*London Opinion.*

WHERE one man throws his whole soul into his work another man is satisfied to put his foot in it.

RELIABILITY is the prime requisite to be considered in placing your fire insurance. Absolute protection at low cost is furnished by the American Druggists' Fire Insurance Co., 1215-1216 Mercantile Library Bldg., Cincinnati, Ohio.

Details of the proposition will be furnished upon request.

Write for them.

"THERE is the enemy's wing."

"Yes, General."

"See if you can't make it yield a feather for your cap."—*Louisville Courier-Journal.*

THE RENEWED POPULARITY OF WINTER.—The winter may be dull and slushy in our towns, but "up" country in the snow-clad hills and by the ice-bound lakes and streams the weather is the kind we like so well in America: the brisk, clear, tingling winter, with the sun bright upon dry, powdery snow—the only weather, to put it briefly, which can for a moment risk comparison with Southern airs heavy with the scent of orange-blossoms. The winter holiday where it is winter in winter is in its infancy only, but it bids fair to rival the holiday where it is summer in winter. It has the advantage of never being an admission of age or illness, but instead a boast of youth and health, ready to face with red cheeks and gaiety the challenge of the frost.

The country, as opposed to the town, is still increasingly successful every year. People who can afford it (doubtless some who can't) keep their country house open—or half-way open—through the whole winter, and go to it for Thanksgiving or the "old-fashioned Christmas," or just for week-end flurries in the snow.

And, let it be whispered low, there are country people who make holiday in town in winter and who love the sight of snowflakes glittering against the lights of Broadway. Indeed, if the heart is gay and times are prosperous, one sometimes feels that the whole American year is one long holiday.—HARRISON RHODES, in *Harper's Magazine.*

IF you want to pass any State Pharmacy Examination, get a copy "How to Pass State Boards." Price Three Dollars, post-paid. Robert L. Wright, 521 Bainbridge Street, Richmond, Va.—*Adv.*

"DE man dat insists on tellin' all he knows," said Uncle Eben, "keeps hisse'f so busy talkin' dat he don't git a chance to git much real info'mation."—*Washington Star.*

"I'M not eating very much of late."

"What's the matter, old man? Lost your appetite?"

"No, my credit."—*Boston Transcript.*

HERE'S what you have been looking for! Something that will cause your cash register to jingle more often.

Ask the Oskamp-Nolting Co., Cincinnati, Ohio, for its 900-page illustrated catalogue of high grade goods that will build substantial profits for you. It tells also about side-lines that will bring you additional profits without any extra expense.

TEACHER: "Now, children, name some of the lower animals, starting with Willie Jones."—*Boston Transcript.*

DOCTOR: "I'll examine you carefully for $10."

Weary Dreary: "All right, an' if you find it, give me half."—*Eastern Star.*

SIDE LINES ARE NO GOOD

if the public does not know that you handle them. Think of the people passing your store in ignorance of the various "side-lines" you handle. This means dollars passing by your door. Display these "side-lines" in

DIAMOND

OUTSIDE SHOW CASES

Built around a pillar, against a bare wall, or standing alone in or near the vestibule, these cases will create enough extra sales to more than pay your rent. This has been the experience of hundreds of wide-awake druggists in large cities and small towns all over the country.

A CASE OUTSIDE IS WORTH TWO IN THE STORE.

Remember that the modern drug store handles many "side-lines" which the public does not expect to find in a drug store. Don't let the people pass your store to go to another. Show them what goods you have INSIDE by showing the lines OUTSIDE.

DIAMOND OUTSIDE SHOW CASES ARE BUILT ANY SHAPE OR SIZE TO FIT YOUR REQUIREMENTS. SEND FOR OUR INTERESTING ILLUSTRATED CATALOG SHOWING DIFFERENT STYLES.

DIAMOND SHOW CASE CO.,

2206 SUPERIOR VIADUCT,

CLEVELAND, OHIO.

DISPLAY ROOMS, 723 LIBERTY AVE., PITTSBURGH, PA.

CONSOLIDATED FRUIT JAR CO.

Manufacturers of the
ALLEN TELESCOPIC
and
KENT PATENT TOPS
for Cans and Tooth-powder Bottles, Talcum Powder Tops.
Aluminum Collapsible Drinking Cups.

ALSO FULL LINE OF
Plain and Decorated Collapsible Tubes, Cast Metal Sprinklers, Soda Holders, Bitter Tubes, and all kinds of Sheet Metal Goods.

Sole Manufacturers of Drummond Patent Closed Tube.

Prices Furnished on Application.

Main Office,
New Brunswick, N. J.

New York Office,
290 Broadway

POTASSIUM IODIDE

U. S. P.

Granular and Crystals.

A FULL LINE OF

MEDICINAL, PHOTOGRAPHIC AND TECHNICAL CHEMICALS

In original and broken packages.

We solicit your inquiries.

ALBANY CHEMICAL COMPANY

ALBANY, N. Y.

Before the days of the cool, compact, though sometimes uncertain, gas-range, it was not uncommon for families to purchase their Sunday dinners, already cooked, at a near-by bakeshop. From that stage we have progressed, through the gas-range and fireless cooker, to the kitchenette, and now a step beyond is being taken. In Indiana appears a reversion to the old-time method of securing ready-cooked dinners, but with a difference.

One idles slowly home from church of a Sunday, finishes the morning paper in comfort by the fire, and waits with faith secure for the appearance of the postman to bring the Sunday dinner direct to the door. The Indianapolis *Star* explains the operation of this new system of cookless cooking.

Roast chicken packed in dough in an air-tight can, which acts like a fireless cooker and retains the heat, sent by parcel post direct to the consumer, is the device of a farmer in the north end of the State. From one hundred to two hundred South Bend citizens are getting chicken for their Sunday dinners in this way. It arrives piping hot and is very satisfactory.

That farmer is ingenious; he has initiative. There was the parcel post, at his hand were the chickens, and in the distance was a market. Why not utilize the best means of transportation available? The experiment was tried and has proved successful. Doubtless he will extend his efforts and presently will be conducting a varied delicatessen business by long-distance order, for that enterprising sort of man is not likely to be satisfied with one venture of the kind.

The parcel post has not yet proved the short cut between producer and consumer that was hoped, but it is such individual experiments as these that will gradually bring about this desirable end. For there are many foods, cooked or uncooked, that city-dwellers would prefer to get direct from the farmer rather than through the medium of cold-storage houses and various middlemen.—*Literary Digest.*

A theatrical manager was trying to produce musical comedy, but was very unmusical himself.

On one occasion, when he was superintending the arrangements of some performers who were representing allegorical characters, the author of the piece was present and was offering some suggestions.

"Here in front," said the author, "we will put the nine muses."

"Nine muses!" cried the manager contemptuously. "Nine muses would look fine in that great space, wouldn't they? We will have thirty-six muses instead!" —*Lippincott's.*

The Optimist (who has just been struck by a passing motor-car): "Glory be! If this isn't a piece o' luck! Sure, 'tis the docther himself that's in ut."—*Punch.*

"Quick, Mary, pinch the baby, the auto horn won't work."—*Redon Argus.*

Doctor (making diagnosis): "Now, as to drink; what do you take?"

Patient (cheerfully): "Oh, thanks. You are very kind. I don't care if I do. Leave it to you, sir. It is all the same to me."—*Quills.*

After the Ball.—"Didn't you find him wonderfully light on his feet for such a heavily built man?"

"Oh, yes; he was light enough on his feet."—*Life.*

The Electric Drink Mixer Revolutionized.—Considerable trouble has been experienced by users of electric drink mixers from shocks caused by the operator's hands coming in contact with the exposed surface of wire, or in some cases, with the metal parts of the machine. This is not only attended by inconvenience, but is also a source of no little danger.

The Wisconsin Electric Company, of Racine, Wis., has just placed a new mixer, "The Dumore," on the market, so constructed that all chance of shock is done away with, inasmuch as the switch knob, and the button on the agitator shaft, are made from a high grade insulation compound, and all parts of the motor properly insulated from the parts coming in contact with the operator's hands. "The Dumore" is very cleverly constructed, doing away with many of the awkward features of some of the other machines, it being necessary only to lift the agitator in placing the glass with the drink to be mixed, instead of the entire motor. The parts are all standardized and interchangeable. The base of machine when in operation is illuminated and the contents of the glass are lighted up, making a color effect which attracts much attention.

We predict a sensational sale for this new machine.

At a meeting of the State Medical Society, the secretary read a letter from the consul of one of our far-away possessions, urging the need of a resident physician in his district. In the moment of silence that followed the reading a young man in the hall arose and said modestly:

"I wish you would put me down for that place, sir. It sounds good to me. My practice here died last night."—*Scraps.*

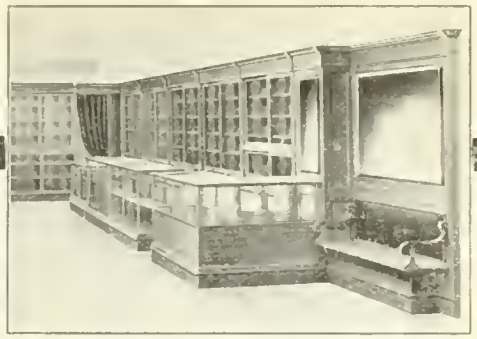
Did you ever stop to think how much three little letters may mean?

When you write these three "M. C. W." on an order for chemicals it means that you will get products made by the Mallinckrodt Chemical Works; chemicals that are recognized everywhere for their superiority and uniformity.

It's good business to specify "M. C. W." original packages.

"Your recommendations," said Mrs. Grouch, "are most unsatisfactory, I must say."

"Well, mum," replied the new housemaid, "you weren't recommended very highly to me, either."—*Fun.*



Handsome Effects Always Obtained With Victor and Olympic Sectional Outfits

The designs are exclusive; rich but not gaudy. Best of all our method of manufacturing in large quantities means an actual saving to you of from 10% to 20%, and enables us to make immediate shipments.

The shelving is made of 4-, 6-, and 8-foot sections. The Prescription Partitions are combined units of 12 inches to 6 feet long and are of various patterns.

Write your favorite drug jobber for Benderscheid Catalog No. 14. It is an 80-page book containing illustrations, specifications and full particulars.

BENDERSCHEID MFG. CO.,
The Only Exclusive Drug Fixture and Show Case Manufacturers in the U. S.
2800-2826 N. 9th St.,
St. Louis, - - Missouri.

Opportunities for laboratory positions in pharmaceutical chemistry have increased materially during recent years.

Northwestern University School of Pharmacy

Courses Offered

1. A thoroughly practical course requiring two years of 26 weeks each with full work in pharmacy, chemistry, dispensing, etc., leading to the degree of Ph.G.

2. A more extended course requiring two years of 36 weeks each with full work, including the subjects of pharmaceutical testing, food and sanitary analysis, urinalysis, bacteriology, etc., leading to the degree of Ph.C.

3. A course leading to the degree of B.S. in Pharmacy.

Requirements for Admission

All applicants must present credentials for 15 units of high-school work, equivalent to graduation from an accredited high school.

Equipment

This school was the first to offer a systematic laboratory course in prescription filling.

The location affords largely increased laboratory facilities in connection with the Medical School of the University.

Next Session begins September 27th, 1915.

Send for "Typical Lessons in Pharmacy." Address

CHARLES W. PATTERSON, Secretary
2431 Dearborn St. CHICAGO, ILL.

Are Sales What They Should Be?

If your sales are not what they should be, it may not be the fault of the salespeople or the merchandise. It may be that the show-case display is not what it should be.

The surest way of having RIGHT SHOW-CASE DISPLAY lies in the use of Quincy Special Cases. We make store equipment of every description and will send our catalogue free on receipt. Ask for it.

QUINCY SHOW CASE WORKS

QUINCY, ILLINOIS

JACKSONVILLE, FLA.: 20-28 Julia St.
DALLAS, TEX.: 907 Commerce St.
PITTSBURG, PA.: 949 Penn Ave.
WICHITA, KANS.: 301 Beacon Building.

Whitney Glass Works

ESTABLISHED 1775.

Glass Bottle Manufacturers

FLINT AMBER GREEN

Also Manufacturers of

Machine Made Bottles
Narrow and Wide Mouth
by the
Celebrated "Owens" Process

which produces uniformity in

HEIGHT WEIGHT CAPACITY

Superior Bottles in Every Feature

OFFICES:

New York Philadelphia Chicago

FACTORIES AND HOME OFFICE:
GLASSBORO, NEW JERSEY

"Is my wife forward?" asked the passenger on the Limited.

"She wasn't to me, sir," answered the conductor politely.—*Purple Cow.*

The weaker a man is the stronger his habits grow on him.—*Redon Review.*

The opening of the big Panama-Pacific Exposition at San Francisco next month will mark the beginning of a great year of travel on the American continents.

Thousands of people who cannot go abroad, on account of the war, will go to the fair, and other tens of thousands who have been eagerly anticipating the event, will go to see the marvelous sights and bask in the golden sunshine of California.

The newspapers will soon be filled with reports of the great exposition and of the wonders to be seen there. Hundreds of conventions, including the A. Ph. A., will be held on the Pacific coast. Interest will run high and the Golden Gate will be the Mecca of many Americans.

You probably know a great many people in your own city who are contemplating the trip. Ask your customers if they are going and also ask them if they ever suffered from trainsickness. You will be surprised to learn how many dread the trip on this account. Suggest to them that they prepare to prevent or relieve it by taking along a box of Mothersill's Seasick Remedy and you will be surprised to see how many extra dollars will drop into your cash drawer.

This will be a great year for the sale of Mothersill's and every alert druggist should see to it that he is supplied with this excellent remedy and with the attractive advertising matter which is furnished to dealers.

Write to Mothersill Remedy Co., J. Henry Smith Bldg., Detroit, Mich., for net prices to druggists and a copy of "Mothersill's Travel Book" which will be sent free.

Callow Youth: "Can I have this dance?"

Proud Beauty: "Why, certainly. I don't want it."
—*Boston Transcript.*

The dancing craze has struck the drug stores, and they now have hops all the time.—*Spatula.*

Mead drug mills require less power to operate than do other mills of similar capacity. They are used extensively by manufacturing chemists, wholesale drug and pharmaceutical houses, and manufacturers of proprietary medicines.

Mead & Co., 20th St. and M. C. R. R., Detroit, Mich., will send an illustrated catalogue upon request. Ask for it.

What is the difference between brain storm and just plain nuts?

Ten thousand dollars a year.—*Hornpipe.*

He: "Can you suggest a title for my new book?"
She: "What is it about?"
He: "England's most famous battles."
She: "Ah! Why not call it 'Scraps of English History'?"—*Tit-Bits.*

"How does this noted healer, who cures his patients by touching them, differ from a regular physician?"
"Why, he touches them before he cures them."—*Eastern Democrat.*

Over half a century's experience is back of the production of Ansco cameras. The makers of the Ansco were the first manufacturers of professional cameras and photographic supplies in America. Ninety-eight per cent of all professional cameras made in this country are products of the Ansco Company.

A small investment enables you to become an Ansco dealer—causes your store to be known as the one where cameras and supplies that give the best results are to be obtained. Ansco cameras can be made your best paying side-line, they will give your store added prestige.

Practical selling helps are furnished every dealer and national advertising is constantly creating Ansco customers. You are protected from price-cutting, no competing dealers being established in the same neighborhood.

On the back cover of this issue of the Bulletin is a post card which, when filled out with your name, will bring information telling you how to establish a department of photographic supplies at a comparatively small cost.

Fill out the card now!

"Are you having your flat papered this year?"
"Good gracious, we havn't enough room as it is."—*Redon Argus.*

"Isn't Deeds, the lawyer, a rather extravagant man?"
"By no means. I've known him to make one suit last for several years."—*Boston Traveler.*

One machine, many uses.

Because of its interchangeable platens the same L. C. Smith & Bros. Typewriter may be employed for general correspondence, heavy card writing, label writing or manifolding. Its wide range of usefulness makes it of especial value to the druggist.

Ask L. C. Smith & Bros. Typewriter Company, Syracuse, N. Y., for a demonstration.

Senator Tillman was arguing the tariff with an opponent.

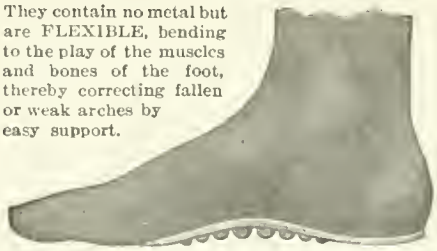
"You know I never boast," the opponent began.

"Never boast? Splendid!" said Senator Tillman, and he added quietly, "No wonder you brag about it."—*Washington Star.*

PERFECTION

AIR CELL ARCH CUSHIONS

They contain no metal but are FLEXIBLE, bending to the play of the muscles and bones of the foot, thereby correcting fallen or weak arches by easy support.



THEY ARE EASY TO SELL

because of their great advantages over all other arch supports, and they retail at the popular price of 50 cents a pair.

They are made of the finest quality of leather, with a pneumatic cushion back. This cushion is composed of numerous small rubber teats, each one an air cell. They produce a comfortable springy feeling and at the same time perfectly ventilate the shoe.

Write for further particulars and prices.

ELASTIC TIP COMPANY
370 ATLANTIC AVE., - BOSTON, MASS.

Just Beginning—1915
How Will It End For You?

Right now, when resolutions are in order, ask yourself these questions: "What am I doing to win new customers and make more profits?" "What can I do to meet and overcome competition—the biggest obstacle that confronts every retail confectioner?" Why not carry a liberal stock of

Necco Wafers
Glazed Paper Wrapper

Hub Wafers
Transparent Paper Wrapper

to meet the demand for five-cent confections in *your* locality? For over twelve years these famous sweets have led in the race for more business and greater profits. Just place a trial order with your jobber to-day. Display them on your counter and watch the nickels flow in. It's remarkable how quickly these little "joy disks" sell. Call up that jobber now, or write us direct if he doesn't carry them.

NEW ENGLAND CONFECTIONERY CO.
Boston, Mass.

NEW SIZE

ECKMAN'S ALTERATIVE

Owing to the many requests for a smaller package, we are now prepared to supply the trade with a new size to retail at

ONE DOLLAR.

We will continue to manufacture our regular $2.00 package, as before. Mention of both sizes will be made in the extensive advertising campaign which we are now conducting.

Order from your jobber to-day.

Small Size $8.00 Doz. Regular Size $16.00

Attractive literature on request.

ECKMAN MFG. CO., Philadelphia, Pa.

"Something Good"

in pure confections that the public wants.

LOVE'S FRUIT TABLETS

Comply with all state and national pure food laws. Retain their flavor indefinitely and resist all atmospheric conditions, if bottles are kept properly closed.

Flavors—Assorted, Wild Cherry, Chocolate, Hoarhound, Lemon, Lime, Orange, Raspberry.

Packed in 5 lb. bottles, 1 doz. bottles per case, advertising matter included.

Samples and Quotations on request.

Manufactured by F. S. LOVE MANUFACTURING CO.

Mfg. Confectioners JOHNSTOWN, PA.

For sheer simplicity of phrase and conception few have surpassed that delightful old lady who, with a shrewd twinkle in her eye, inquired whether "soda-water" should be written as two separate words, or if there should be a syphon between them.—*Argonaut.*

Perhaps some of your men customers have abjured the use of tobacco as a result of New Year's resolutions.

Place a carton each of Necco Wafers and Hub Wafers within easy reach of the reformed ones. These popular confections satisfy the craving that is felt by the habitual smoker when he is trying to throw off the tobacco habit.

Necco and Hub wafers—delicious discs of pure candy—are products of the New England Confectionery Co., Boston, Mass. Your jobber should carry them.

A Peculiar Character.—"Closed on account of death."

These words written in ink on a small piece of paper pasted on the front door of a dingy-looking little store in Fulton Street, near Rockaway Road, opposite King Park, mean a whole lot to hundreds of poor people of Jamaica and vicinity who feel that they have lost one of their best friends. A. W. Barget, apothecary, who long ago earned the sobriquet, "the poor man's doctor," is dead. In his passing Jamaica loses one of its most unique characters, a man about whose private life little was known, and a man about whom and about whose store Charles Dickens would have delighted to write.

For nearly forty-five years Barget conducted his drug store at the same place, and yet few people in Jamaica, outside of those who patronized the place, knew anything of Barget and the existence of his store. It was always closed in the daytime. Barget opened up for business at 6 P.M. and quit at 2 A.M., just as regular as clockwork. A dim light, shed by an old-fashioned oil lamp that had done duty since Barget first opened the place, forty-five years or so ago, furnished the only illumination. Very little of this light filtered through to the outer world, for the plate-glass store window was dirty. It evidently has not been cleaned for upward of twenty-five years. Behind it, piled up four feet high, are patent medicine boxes and boxes extolling the merits of certain kinds of old-fashioned herb teas, these serving also as a screen between the street and the interior.

Many people who were too poor to go to a regular practitioner, and too proud to go to a dispensary, went to old "Doc" Barget. He furnished them with advice and with medicine for little or nothing.

"Oh, some other time!" Barget would say pleasantly, with a wave of his hand, when he saw that no money was forthcoming for medicine he had handed over his counter to some poor customer. And there were hundreds of instances, and Barget never bothered his head about any monetary return.

Some evenings, when Barget would arrive to open

up his store for the night, he would find a line of men and women, of all sorts and conditions, patiently waiting for his coming.

They always waited confidently for the little apothecary to arrive, and he never failed them.

Barget, who was a bachelor, died last Monday at his home in Quincy Street, near Reid Avenue, Brooklyn, from gastritis. He was 63 years of age. Among those who went to the funeral service were Philip Unfricht, Fred Young, Fred Young, Jr., Thomas Dixon, and Bernard Ruoff, all business men in Barget's neighborhood. They had never before seen the apothecary's home, and they admitted to an Eagle reporter that they were surprised. Barget's store and his home were such a study in contrast! Barget lived as the average Brooklynite of the well-to-do classes live. His home, one of the old-fashioned type of Brooklyn mansions, was found to be well-furnished, clean and comfortable. His store in Jamaica was more than once mistaken for a junk shop.

Barget's remains were interred on Friday morning in Evergreen Cemetery. His memory at least will live in the minds of thousands whom he has helped during almost a half-century.—*Brooklyn Eagle.*

THE soda fountain, properly operated, is a field which may immeasurably broaden friendships in your store. Pleasant clerks, a sanitary soda fountain and good service, will bring repeat trade. Service—a solicitation of friendship on your part—linked with the good will of satisfied customers will go further than it is possible for you to realize off-hand.

Have you, then, the fountain by which you can give this service—the fountain from which your dispenser faces at all times his customer, the fountain that is made of marble, silver and beautiful woods, that is absolutely sanitary, that gives its own quick service in cold, uniform drinks?

The Innovation Soda Fountain manufactured by the American Soda Fountain Company whose advertisement appears on another page of this issue embodies all that is practical, convenient and sanitary in construction. We suggest that you write them.

Have you received your booklet, the cover of which has the silhouette figures used in their advertising in this issue? They tell us they have mailed a hundred thousand copies of these booklets, size 8 inches by 11 inches. Watch for your copy. It is a most interesting collection of fountains installed all over the country.

"JONES is a lucky fellow."

"How so?"

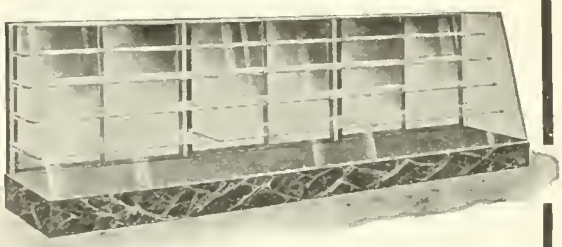
"Got elected coroner; fellow who ran against him dropped dead. Jones sat on him and made $3."—*Fun.*

"TOMMY," said the teacher to a pupil in the juvenile class, "what is syntax?"

"I guess it must be the tax on whiskey," replied Tommy. And the teacher thought he was entitled to a credit of 100 per cent.—*Fun.*

YOUR ATTENTION

is called to this adv. as we want you to know that we build the CEMENTED JOINT ALL PLATE GLASS SHOW CASE, the handsomest, strongest and only absolutely dust proof all glass case on the market, a case that you can't afford to be without.



No. 133 Candy Case.

We also manufacture complete store equipment and earnestly solicit your inquiries along this line.

Catalogue mailed on request.

SAGINAW SHOW CASE CO., LTD.

SAGINAW, W. S., MICH.

ESSENTIAL OILS

THE D & O BRAND

THE STANDARD OF QUALITY

Order from your wholesaler in original packages under our label and guaranty seal, 1 ounce and upward.

DODGE & OLCOTT CO.

NEW YORK

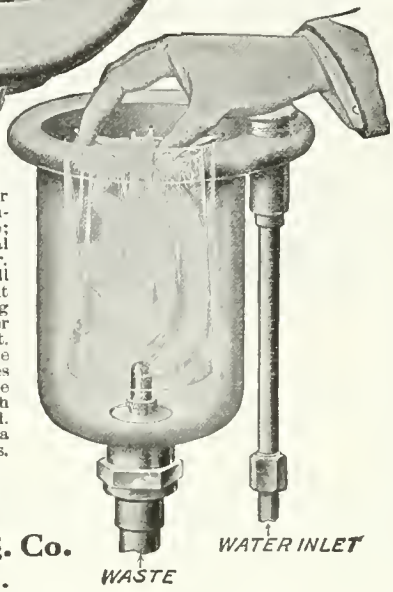
IMPROVEMENTS SUPERSEDE ANTIQUATED DEVICES

The "SS" Tumbler Washer

Has no frame or valves inside; the bowl is free of all obstruction; the entire washer is of solid German Silver; the advantages to anyone are too obvious to require many words.

The "SS" Washer does all any washer has ever done; washes glasses instantly inside and outside; there are no mechanical parts to get out of order, no plating to wear off; will not break glasses nor cut your hands, and nothing but plain German Silver surfaces, easily kept bright.

Price is no more than the old style, but advantages are so many as to make the "SS" Washer worth many times the price asked. Can be supplied by all Soda Fountain manufacturers.



Price $15.00

The Puffer Mfg. Co.
Boston, Mass.

Be Professional

Optometry is a profession you can acquire without years of study. It is a field that is neither overcrowded nor overworked.

LEARN TO FIT GLASSES RIGHT

at the

Northern Illinois College of Ophthalmology.

Attendance and Correspondence Courses.

Night Course Commences January 4, 1915.

G. W. McFATRICH, M.D., President.

Masonic Temple, CHICAGO.

MRS. GREEN: "Do you ever flatter your husband?"

Mrs. Wyse: "Yes, I sometimes ask his advice about things."—*Boston Transcript.*

"IT was mighty nice of you to give up your seat to that stout old lady, Mr. Blinks. It is pleasant to see that there are still some polite men left in the world."

"Sorry, Mrs. Jabbers, but it wasn't politeness at all. The man who sat next to me was quarrelsome because he said I crowded him too much, and all I did was to use that stout old lady as a sort of retort courteous."—*Judge.*

ATTRACTING THE PASSER-BY.—You have probably heard customers say, "I never expected to find this in a drug store." There's a good "live tip" in this for any wide-awake and business-like druggist.

It naturally brings up the question of how many good dollars are passing right by your door every day simply because people don't have an idea of what side-lines you handle. When they see a drug store they think of medicines, but when they want a safety razor or a fountain pen they are too apt to pass you by and go down the street looking for a hardware or stationery store.

On account of the diversified lines sold in drug stores, druggists, more than any other dealers, must display goods so that the public will know what lines are carried.

There's only one way to show the people outside of the store what you have inside, and that way is to display your goods outside. For this purpose, Diamond

The Diamond Outside Show Case in operation.

Outside Show Cases are in a class by themselves. Their advantage as trade catchers is so obvious that it seems unnecessary to dwell on details. The accompanying picture tells the story more effectively than words and it need not be added that no person could pass this store in ignorance of what was inside—unless he was blind.

No reader of the BULLETIN OF PHARMACY is likely to be blind to the advantages of such cases. Write to The Diamond Show Case Company, 2200 Superior Viaduct, Cleveland, Ohio, for their well illustrated catalogue, showing Diamond Outside Show Cases of all styles and sizes. It is well worth your while.

A KANSAS woman, weighing fully two hundred pounds, came before a Kansas lawyer with her puny, one-hundred-and-thirty-pound husband and said they desired to get a divorce.

"On what grounds?" asked the lawyer.

"Extreme cruelty," said the woman.

"But," said the lawyer, "that is absurd. Here you are, big and brawny, and you say this little, weak man has been tyrannical and cruel to you. You must do better than that. You could turn him over your knee and spank him and not half try."

"That's all right, Mr. Lawyer," broke in the husband. "I agreed to let her have an extra thousand dollars in alimony if she would put that in. You see, I want to send the petition back to my folks in Ohio. When they read it they'll think I have spunked up to beat the band since I came West."—*Saturday Evening Post.*

FRUIT TABLETS are particularly appropriate confections for drug stores, and the alert druggist will be sure he sells the purest and best.

Love's Fruit Tablets comply with all State and national pure food laws. They retain their flavor. If the bottles are kept properly closed they are unaffected by atmospheric conditions, which means that they will not spoil on your hands.

The tablets are made in seven popular flavors and packed in 5-pound bottles. Advertising matter is supplied with every order. Samples and quotations will be sent to you upon request. Write for them.

THE GROOM: "Well, Bill, you won't see the guv'nor's horse any more; they've taken him for the army."

The Gardener: "Oh, I suppose now he's going to be what the Frenchies call 'horse de combat.'"—*London Opinion.*

THE fellow who is always on the fence must be pretty well balanced to stay there.

THE absent-minded professor returned home one evening, and, after ringing his front door-bell for some time to no effect, heard the maid's voice from the second-story window: "The professor is not in."

"All right," quietly answered the professor; "I'll call again." And he hobbled down the stone steps.—*Lippincott's.*

"I SEE that by the rules of your ship tips are forbidden."

"Lor' bless yer 'eart, ma'am," replied Jack, "so were the apples in the Garden of Eden."—*Tit-Bits.*

"SHALL I have your lunch brought up on deck here, dear?" asked the husband of the seasick wife.

"No, love! have it thrown straight overboard; it will save time—and trouble."—*The Chestnut Tree.*

Prescribed by the Medical Profession for 35 years.

BENGER'S

Reg. U.S. Pat. Off.

Food.

For Infants, Invalids, and Aged Persons.

¶ The only food containing the natural principles of self-digestion.

¶ *Benger's Food is consistently advertised to the U.S. medical profession. It is sold throughout the world in sealed tins.*

Druggists' sample, with literature, mailed free. Showcards and advertising material on application to

BENGER'S FOOD Ltd., 92, William St., NEW YORK.
(Headquarters—MANCHESTER, ENGLAND)
Distributing Agents: E. FOUGERA & CO., 90, Beekman Street, NEW YORK.

80 U.S.

THE GUARANTY

of complete satisfaction or money refunded goes with every package of

PINEX

Behind you, when you make this guaranty to your customer, stands our

OLD, STRONG COMPANY

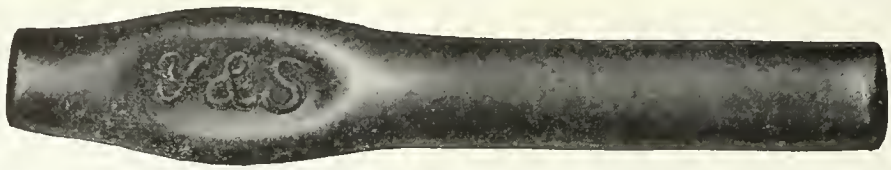
There is no quibbling nor side-stepping when a customer is to be satisfied. We refund the full retail price. No lost profits.

THE PINEX COMPANY,

FT. WAYNE, IND.

THE OLD FASHIONED REMEDY for COUGHS and COLDS

Packed in Individual 5 cent Cartons



Packed in Individual 5 cent Cartons

Y & S, SCUDDER AND M & R STICK LICORICE

Lozenges and Pellets in Glass Front Decorated Tins, M & R and Y & S Wafers in 5 cent Fancy Muslin Bags.
Powdered Licorice Extract and Root.

ALL WHOLESALERS ALL WHOLESALERS

OLEO RESIN GINGER "BUSH"

Represents the entire active principles of the best types of Ginger root of great strength and pungency. A one per cent. alcoholic solution produces an extract which will conform to the requirements of the national pure food law and may be labeled EXTRACT OF GINGER.

"Ye Oldeste Essence Distillrs"

W. J. BUSH & CO.,

INCORPORATED

100 WILLIAM ST., - - NEW YORK

Wade's Great Gold Fish Offers

Many Leading Drug Stores Now Make a Specialty of Gold Fish and Aquaria Supplies.

COMB. A	144 Pint Fish Globes.	288 Small Gold Fish,	144 Boxes 10c Fish Food.	$14.40.
COMB. B	72 Quart Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	$10.00.
COMB. C	72 Half-gal. Fish Globes.	144 Med. Size Gold Fish.	72 Boxes 10c Fish Food.	$14.40.

One Dip Net and Sufficient Plant are Given with Each Combination.
We Give 25 Extra Fish to Retail at 10c Each, if Cash is sent with Order.

Globes by Freight. F. O. B. Toledo, Ohio. Fish by Express.

J. J. WADE & CO. TOLEDO, OHIO.

To THE man who is always waiting for something to turn up, success is always just around the corner of the next street.

THE J. Hungerford Smith Grape Juice Co. are justly proud of the reputation of their "Royal Purple" Grape Juice. In two or three seasons it has become one of the best and most favorably known Grape Juices on the market; being especially famous for its flavor which the manufacturers claim "Tastes exactly like the luscious Concord grapes from which it is made."

The 1914 pack will be ready for shipment about February 15, and as there was a bumper grape crop last fall the J. Hungerford Smith Grape Juice Co. were able to more than double their output, so hope to have no difficulty in filling all the orders they receive this year.

Description of the "Royal Purple" Grape Juice advertising and other information regarding this splendid beverage will be found in the J. Hungerford Smith Grape Juice Co.'s ad. in this issue.

"BRUDDER PERKINS, yo' been figtin', I heah," said the colored minister.

"Yaas, Ah wuz."

"Doan yo' 'membeh whut de good book sez 'bout turnin' de odder cheek?"

"Yaas, pahson, but he hit me on mah nose, an' I'se only got one."—*Livingston Lance.*

"WELL," mused six-year-old Harry, as he was being buttoned into a clean white suit, "this has been an exciting week, hasn't it, mother? Monday we went to the Zoo, Wednesday I lost a tooth, Thursday was Lily's birthday party, Friday I was sick, yesterday I had my hair cut, and now here I am rushing off to Sunday-school."—*Lippincott's.*

HE: "Do you believe in autosuggestion?"

She: "No real gentleman forces a lady to make one."—*Baltimore American.*

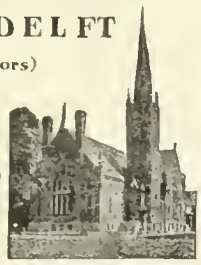
Do you want to brush up your knowledge of pharmaceutical subjects before hitting the State board?

Then get a copy of "Board Questions Answered," published by E. G. Swift, P. O. Box 484, Detroit, Mich. This book contains complete sets of examination papers used by different boards of pharmacy together with answers to the questions submitted. It is of great value to any one wishing to review his knowledge preparatory to taking the board examination.

The price of the book is $1.50, post-paid.

"THE professor has a very grave look."

"Well, can't you see that he's buried in thought?"—*Puck.*

POST CARDS
LOCAL VIEWS MADE TO ORDER.
BLUE DELFT (2 colors) $5.00 the 1000 Send for Samples

HAND COLORED $6.75 the 1000 True to Nature
THE NATIONAL COLORTYPE CO., NEWPORT, KY.

HIGGINS'
Drawing Inks
Eternal Writing Ink
Engrossing Ink
Taurine Mucilage
Photo Mounter Paste
Drawing Board Paste
Liquid Paste
Office Paste
Vegetable Glue, etc.

Are the Finest and Best Inks and Adhesives
Emancipate yourself from corrosive and ill-smelling inks and adhesives and adopt the Higgins' Inks and Adhesives. They will be a revelation to you, they are so sweet, clean, well put up, and withal so efficient. They form an attractive and profitable line for Drug Stores. Price, discounts and printed matter furnished.
CHAS. M. HIGGINS & CO., Mfrs.
Branches. Chicago, London.
271 Ninth Street, Brooklyn, N. Y.

PREPARE FOR STATE EXAMINATION IN PHARMACY
We offer a course of study in the elements of Pharmacy, prepared expressly for correspondence instruction, by OSCAR OLDBERG, Pharm. D., Dean of Northwestern University School of Pharmacy, Chicago. It is the strongest course that can be constructed for home students, and is offered with the assurance that any person who is competent to begin the study of Pharmacy can be prepared by us as well as by any other means to pass State Board examinations.
STUDY SUCCESSFULLY AT HOME
The course prepared by Dr. Oldberg covers 27 extended divisions; the last three are based upon the Pharmacopœia of the United States, which book is given to every student in addition to the volume containing the correspondence lessons. In the course unnecessary detail is eliminated, but the text is sufficiently clear and explicit to prepare the student adequately for his examinations. Recitation papers are corrected with greatest care and are returned to the student accompanied by printed answers to test questions. These answers furnish valuable side-lights upon the work, as they indicate how author and instructors would answer their own questions.
Graduates in our Academic Courses may receive entrance credits in Northwestern University. Advanced credits are also given in various State Normal Schools and colleges of high rank. This connection should give students fullest assurance that instruction in all courses is on a high plane.
Write for circulars giving full information.
Interstate School of Correspondence
633-641 South Wabash Ave., Chicago, Ill.

COLUMBUS had returned to Spain, bringing news of wonderful new lands across the sea.

"How much shall I write on it?" queried the maritime reporter of the Cadiz Evening Bulletin, who had brought in the story.

"Don't write anything," replied the editor. "Let Columbus pay for his advertising if he wants any. It's probably a real estate promotion scheme."—*Newark News.*

THERE are 250,000 dealers selling Hohner harmonicas!

Think what an indorsement this is for a product. It means that a quarter of a million merchants must find Hohner goods salable, profitable and satisfactory. But very few houses can offer such substantial testimony on the merits of their goods and the fairness of their dealings.

The next time you are in a store where Hohner harmonicas are sold, examine some of them and you will no longer wonder at the popularity of these goods.

It is difficult to conceive that such a perfect instrument, of such careful workmanship and fine finish, can be made for the price at which Hohner goods are sold, to say nothing about the ingenious display devices which the firm supplies free to dealers.

You will not make a mistake by selling Hohner harmonicas this year. Ask your jobber about them or write M. Hohner, 114-116 East 16th Street, New York City.

HE: "Be mine, I cannot live without you."

She: "Oh, go long, you've said that to many girls before."

He: "Yes, but not when eggs were 50 cents a dozen."—*Boston Transcript.*

THE teacher was examining the class in physiology. "Mary, you tell us," she asked, "what is the function of the stomach?"

"The function of the stomach," the little girl answered, "is to hold up the petticoat."—*Buffalo Express.*

SETTLEMENT WORKER (visiting tenements): "And your father is working now and getting two pounds a week? That's splendid! And how much does he put away every Saturday night, my dear?"

Little Girl: "Never less than three quarts, ma'am!"—*Tit-Bits.*

MOTHER: "What makes the baby cry so, Nettie?"

Small Nettie: "Oh, he got fussy because I tried to open his mouth wide with your glove-stretcher."—*N. Y. World.*

TEACHER: "What are the five senses?"

Little Frances: "A nickel."—*Radway Review.*

HAVE YOU GOT ONE

We mean a **DAUS IMPROVED TIP TOP DUPLICATOR** that ideal assistant, always ready, when you want to quickly make clean, clear, perfect duplicates of manuscript, form letters, reports, etc.

Our negative rolls now have our new "Dausco" Oiled Parchment Back, giving additional strength and efficiency.

100 copies from pen-written and 50 copies from typewritten original.

Complete Duplicator, cap size (prints 8¾x13 in.). Price $7.50 less special discount of 33⅓ per cent. net - - -

WANT ADVERTISEMENTS

STORES, FIXTURES AND APPARATUS FOR SALE,
HELP WANTED, SITUATIONS WANTED,
BUSINESS AND PROFESSIONAL CHANCES, ETC.

Rates.—25 words or less (one insertion), $1.00; each additional word, 3 cents; *cash with order.*
Copy should reach us before the 25th of the month to insure insertion in the next month's issue.

THE BULLETIN OF PHARMACY, Detroit, Mich.

WANTED.—Position by registered pharmacist, preferably in Detroit. Speaks Hungarian. Fully experienced. Address "J. A. G.," care BULLETIN OF PHARMACY. 1

WANTED.—To hear from owner of good drug store for sale. Send cash price and particulars. D. F. Bush, Minneapolis, Minn. 1

FOR SALE.—Drug stock, building, and residence in good stock-farming country. Doing $10,000 a year; nearest competing store twenty miles. Selling on account of health. Address E. C. P., care BULLETIN OF PHARMACY. 1

FOR SALE.—Drug store on transfer corner. City of 30,000. Doing $30,000 a year. Sub. P. O. station in connection. Address Box 384, Bellingham, Wash. 12

FOR SALE.—A good drug store in a live town. Excellent lease and clean stock. Price $3500. Write Pharmacy, 1375 Hawthorne Ave., Portland, Ore. 12

FOR SALE.—Cheap, one set square tincture bottles, one druggist's counter scale, one prescription scale. All new; used only one month. Will give exceptional bargain. For description and particulars, address "W," care BULLETIN OF PHARMACY. 12

FOR SALE.—Only store in coal-mining town of two thousand population. Rexall, Eastman, and Curtis agencies. Invoice $6000. Good paying business; established ten years. Owner lost eyesight; must sell. Address Box 123, McCurtain, Okla. 12

FOR SALE.—Only drug store at county seat. Surrounded by a fine farming and grazing country. Nearest drug store 15 miles. *Must sell* to settle an estate. Address C. E. Lynch, Admr., Union, W. Va. 12

FOR SALE.—Nyal store in central Illinois corn-belt town of 1400; $2000. Established trade. Expenses light. Large territory. Address "L. B.," care BULLETIN OF PHARMACY. 12

WANTED.—Situation in a retail drug store. Am a graduate of the Cleveland School of Pharmacy, Ph.C., and have an Ohio assistant druggist's license; have had ten years' experience in retail stores. First-class recommendations given. Speak and write English and German. Address "G. A. K.," care BULLETIN OF PHARMACY. 12

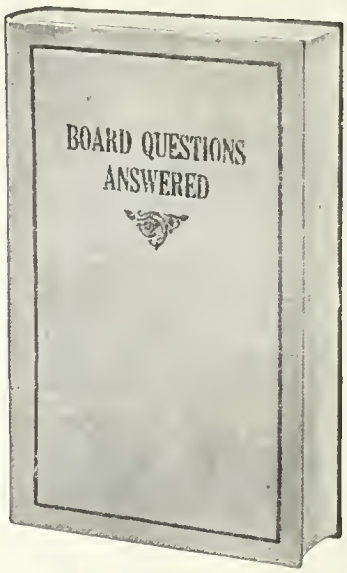
WANTED.—Traveling salesman with established trade to handle three drug specialties; side-line. Also man for full line non-secrets. Best references. Address Manufacturer, care BULLETIN OF PHARMACY. 1

WANTED.—Sales manager who is familiar with non-alcoholic drinks to take complete charge of department which we propose to install. Need not understand manufacturing, but must understand the line and be a trade-getter. Good position to right man. Inquire Liebenthal Bros. & Company, 1430 W. 9th Street, Cleveland, O. 12

WANTED.—To hear from owner who has good drug store or doctor's practice for sale. Send description and lowest price. C. C. Shepard, Minneapolis, Minn. 11

DRUG STORES FOR SALE (snaps); also jobs—all States. Physicians, veterinarians, dentists, and nurses furnished and located. F. V. Kniest, Omaha, Nebraska. Estab. 1904. 7

A BOOK FOR THE UNREGISTERED



172 pages, bound substantially in cloth, $1.50.

We have been advertising this book now for several months, but we cannot help wondering if the readers of our announcements have thought we were praising the volume beyond its merits. Well, then, listen to what some of the editors of the pharmaceutical journals have been saying about the book:

The book consists of a series of examination papers set by boards of pharmacy in different States, with the correct answer appended to each question, forming a useful guide to the student who has to pass an examination, and giving him a good idea of the sort of questions he will be called upon to answer. We advise intending candidates to purchase a copy of "Board Questions Answered."—*Drug Topics.*

An examination of this little book will convince any pharmacy student that it will make a valuable addition to his library.—*The Drug Clerks' Journal.*

A carefully prepared manual, radically different from the usual cramming quiz compend. The usual short-cut answers so common in the ordinary quiz books are absent, and in their place is given, where necessity warrants, a long enough answer so that the reader may get a grasp of the subject matter itself. It provides in a way real knowledge instead of word formulas.—*N. A. R. D. Notes.*

Doubtless the editors do not exaggerate in stating that they have been led to compile these answers by a wide-spread information in available form. There is such a demand, and there will continue to be such a demand as long as pharmaceutical educators and board members follow divergent courses. These are the days of labor-saving, hence this book's value over the ordinary quiz compend as a step nearer to the very things that will be asked by the board.—*The Druggists Circular.*

It will greatly refresh the memory of the prospective candidate for examination and afford him hints as to the subjects in which he may be deficient, or as to matters which he may have neglected but may find important. A careful study of the book is bound to be of material assistance to the student, and the work may be studied with profit even by pharmacists who have long passed their examination.—*Merck's Report.*

These quotations show, don't they, that all we have said about "Board Questions Answered" has been more than justified by the facts? Every unregistered clerk who wants to get his full papers cannot afford to let the opportunity slip by to get a copy of the volume.

$1.50 POST-PAID.

E. G. SWIFT, Publisher, P. O. Box 484, DETROIT, MICH.

Are You Ready for Better Times?

A Message to Manufacturers and Jobbers.

Business will be better this Spring than for many months past. Study these convincing reasons.

The first sign of improvement was the opening of the New York stock exchange, where the prices of securities were very much higher than the minimums set by the Board of Governors.

The opening of the Winter naturally increased the demand for clothing, food and fuel, thus diminishing stocks, giving employment to increased numbers and putting more money into circulation.

Foreign goods are more scarce than ever, creating a demand which must be filled by American manufacturers. Besides this, Europe is making increased demands for foodstuffs, munitions and manufactured products of all kinds, all of which spells prosperity for America.

The psychological effect of the war on business has ceased to be such a disturbing factor. Our own elections are over and uncertainty has been to a great extent eliminated. The reaction is due. Conditions are already improving. Are you ready for better times?

Remember, that no matter how good business is, you will have to go after it. It won't come to you. He is a wise man who reads the future and then gets busy. Don't wait until the other fellow has gobbled up the lion's share. Start your advertising right NOW.

An Exceptional Opportunity

for most timely, seasonable, effective and economical advertising to the best druggists throughout every section of the United States is afforded by the forthcoming SPECIAL SPRING ISSUES of THE BULLETIN OF PHARMACY.

During March, April, May and June, a big sampling campaign will be conducted, when THE BULLETIN OF PHARMACY will be mailed to a carefully selected list of well-rated druggists *in addition to regular subscribers*. During these months THE BULLETIN OF PHARMACY will reach practically every well-rated druggist in the country.

There will be no advance in advertising rates. You get the additional circulation ABSOLUTELY FREE OF COST! It is an opportunity you cannot afford to miss. Write to-day for full particulars about these FOUR BIG ISSUES.

The Bulletin of Pharmacy,

Joseph Campau Ave. and Atwater St.

Detroit, Michigan.

A PRACTICAL BOOK:

"Window Displays for Druggists"

SPECIAL FEATURES OF THE BOOK:

Engravings of 110 window displays.
Descriptions of 110 window displays.
A collection of pointed, pithy placards.
Practical chapters on window dressing in general.
Calendars suggesting articles for display every week in the year.

Note these facts also: Every window trim described in the book is illustrated by a photographic engraving, and, when necessary, by drawings showing the framework of the display. Every window was originally designed and successfully employed by some druggist. Every one applies directly to the druggist's needs, and as a whole they represent every article and line in his stock. All of them are prize windows selected from over a thousand sent in competition. These windows cost us five hundred and fifty dollars—you get them for one!

Contains 176 pages and bound substantially in cloth boards. Sent post-paid for $1.00 in cash.

E. G. SWIFT, Publisher, = Detroit, Mich.

Wouldn't You Spend a Dollar if You Could Make a Hundred?

Of course you would!

Every wise druggist would!

It's easy then—buy a copy of "350 Dollar Ideas for Druggists."

This book is crammed full of money-making methods of every sort and kind. It represents the business ability of 350 druggists. It sets forth their best and most productive schemes for building business.

Every one of the 350 "ideas" has been a winner for somebody else. It will be a winner for you.

There are, for instance, forty-six advertising schemes in the chapter devoted to that subject. There are thirty-one recipes in the department of "Money-making Formulas." There are suggestions for booming the soda fountain; the prescription department; for increasing the sale of souvenir post-cards; for getting up attractive store and window displays—and the book throughout is a perfect mine of money-getting schemes.

And remember—no theorist wrote this book while sitting down at a desk. It was written by 350 practical, experienced, successful druggists. They simply told in concise language what methods they had evolved to help their business.

Send us a dollar for this book to-day—you really cannot afford to get along without it.

E. G. SWIFT, Publisher, = Detroit, Mich.

Our New Antiseptic Tablets

(ENLARGED)

We supply corrosive sublimate tablets of distinctive shape and color, in two sizes:

Tablet Triturate No. 986.—Each tablet contains $7\frac{3}{10}$ grains of corrosive sublimate. The most readily soluble bichloride tablet of this grainage available. *One tablet dissolved in a pint of water makes a 1:1000 solution.*

Triangular bottles of 25 tablets only.

Compressed Tablet No. 619.—An exact duplicate of Tablet Triturate No. 986, except that it is compressed. *One tablet dissolved in a pint of water makes a 1:1000 solution.*

Bottles of 100, 1 pound and 1000.

Compressed Tablet No. 620.—An exact duplicate of Compressed Tablet No. 619, except that it is much smaller. Each tablet contains $1\frac{1}{50}$ grains of corrosive sublimate. *One tablet dissolved in four ounces of water makes a 1:1000 solution.*

Bottles of 100, 500 and 1000.

✦ ✦ ✦

The tablets above mentioned

1. Are coffin-shaped.
2. Are blue in color.
3. Have the word "POISON" plainly stamped upon them.
4. Are marketed under labels with red letters on white paper, with the death's head and the word "POISON" prominently displayed, together with the further warning: *"For External Use Only."*

These tablets should meet the requirements of any city, state or country.

Detroit, Michigan.

Parke, Davis & Co.

LONDON, ENG. Offices 60-64 Beak Street, W. Warehouse and Laboratory Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 378 St. Paul Street.

ALKALOL

8-oz. $4.00 per Doz.
16-oz. 6.75 " "

ALKALOL COMPANY,
TAUNTON, MASS.

MYSTIC CREAM

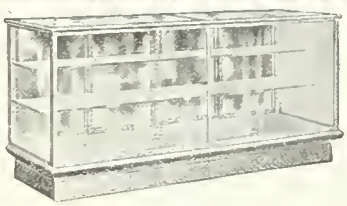
(Trade Mark Registered 1905.)

The cream that's "different."

A Wonderful Seller for Chapped Hands.

Best repeater on the market. Samples for distribution free and "every sample sells a jar." Write for Price List and Sample. 100% profit in gross lots. Retails for 25c. and 50c.

OGDEN'S PHARMACY, Middletown, N. Y.



Get Our Catalog of Store Fixtures

It shows No. 1406 Case here illustrated and many other cases made specially for drug store use. Every merchant considering new store equipment should have this book on his desk.

JOSEPH KNITTEL SHOW CASE CO.

327 3rd and Broadway, • • QUINCY, ILL.

Our 900 Page ILLUSTRATED CATALOGUE

Is a compendium of valuable information that you should have. It contains also

SIDE LINES

That will bring you additional profit without any extra expense.

If you are at all interested in the substantial Profits that our line of high-grade goods is building for other druggists, we will gladly send it to you Free.

Let us explain about our lines and their Business Building worth to you.

THE OSKAMP-NOLTING CO.

CINCINNATI. • • • • OHIO.

Please mention BULLETIN OF PHARMACY.

GRAPE CAPSULE COMPANY

MAKERS OF SOFT GELATIN CAPSULES

Sell for CASH ONLY at prices which eliminate salesmen and all credit expenses

Write for Price List to-day

GRAPE CAPSULE COMPANY

108 Fulton Street, • • • New York

ESTABLISHED 1857

THE "WALKEASY" ARTIFICIAL LEG

MANUFACTURERS FOR THE DRUG TRADE
LITERATURE AND CATALOGUES FURNISHED

GEORGE R. FULLER CO., 99 N. Clinton Ave., Rochester, N.Y.

Catnip Ball For Sale Everywhere.

AMUSING and an Exerciser.

A Toy for Cats, in a box of Catnip, beneficial to the health of any cat or kitten. Cats can't let it alone. Will last for years. On sale at any Drug, Bird or Toy Counters.

DR. A. C. DANIELS, Inc., Boston, Mass.

Horse, Dog and Cat Remedies.

"Was your husband cool when you told him there was a burglar in the house?" asked Mrs. Hammer.

"Cool," replied Mrs. Gabb, "I should say he was cool. Why, his teeth chattered."—*Fun.*

CHERRYALLEN 1915 ACTIVITIES.—The Allen Red Tame Cherry Company is out with some attractive advertising matter for the new year. It is without question the best they have done yet, and this company is well known for the efficient advertising helps which it gets up for druggists and confectioners.

The new window trim, as well as new store hangers and cards, are reproduced in full colors on a big broadside circular. This circular is printed on high grade paper of good weight. It shows the two dispensers in actual life-size cuts, so that the dealer can tell just what the real live goods will look like.

On the back of the circular is printed a map of the United States showing how Cherryallen sells in every State of the Union. Cherryallen is a national proposition as well as an all year round one, and, by the way, it is a mighty profitable proposition.

"I've took the pledge, Bill. I'm never goin' to touch another drop as long as I live."

"Oh, well, cheer up! Maybe you won't live long."—*Boston Transcript.*

A TEACHER in a New England grammar-school found the subjoined facts in a composition on Longfellow, the poet, written by a fifteen-year-old girl:

"Henry W. Longfellow was born in Portland, Maine, while his parents were traveling in Europe. He had many fast friends, among whom the fastest were Phœbe and Alice Carey."—*Everybody's Magazine.*

Specify MERCK'S
on your orders

PURITY
Highest
QUALITY
Guaranty

ESSENTIAL OILS
FRITZSCHE BROTHERS, New York

BRANCH OF SCHIMMEL & CO. LEIPZIG

THE VICAR: "For shame, my lad! What have those poor little fish done to be imprisoned upon the day of rest?"

Tommy: "Tha-that's what they got for—for chasing worms on a Sunday, sir."—*John Bull.*

ONE-CENT LETTER POSTAGE will be the theme of a determined campaign to be waged this winter wherein business men of the United States will seek to crystallize into law the rapidly increasing sentiment for a lower postage rate.

Congress is to be asked at its present session to take steps looking towards the inauguration of a one-cent letter rate. The campaign will be conducted by the National One Cent Letter Postage Association, which has its headquarters in Cleveland. This association has been steadily growing in strength for several years and now maintains a membership scattered throughout the United States, with representatives in nearly every village, town and city in all the States of the union.

It is believed by officers of the association that with the general business revival now under way, the demand for one-cent letter postage will become so insistent that congress cannot do otherwise than inaugurate this reform.

THE spectacle of a man with a future marrying a woman with a past is ever present.

FREDERICK F. INGRAM CO., 6 Tenth Street, Detroit, Mich., is sending business to your store. Are you prepared to handle it?

Ingram's toilet specialties, Milkweed Cream and Velveola Souveraine, are being given a decided impetus by an aggressive advertising campaign carried on in twenty-four of the leading magazines of the country.

Write the Ingram Co., mentioning the BULLETIN OF PHARMACY, for its special proposition enabling you to link your store with the national advertising.

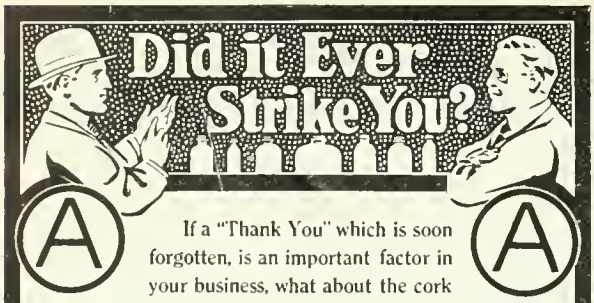
FRIEND: "This is a nice studio you have. Is the rent high?"

Artist: "I don't remember."—*Cleveland Leader.*

HANFORD'S
Balsam of Myrrh
THE RELIABLE LINIMENT
Sold by all Jobbers.
G. C. Hanford Mfg. Co.
SYRACUSE, N. Y.

GLASS BOTTLES AND JARS.
Imperial Glass Co.
Charleroi, Pa.
Let us quote you prices. Write our nearest office.
New York. Philadelphia. Pittsburg. Detroit.

Sal Hepatica
$2.00 $4.00 $8.00 Per Doz.
Gastrogen Tablets
$4.00 $24.00 Per Doz.
Clinton Cascara Active
$2.00 $10.20 Per Doz.
All Jobbers
Bristol-Myers Co. New York



If a "Thank You" which is soon forgotten, is an important factor in your business, what about the cork which is evidence of your service as long as the prescription lasts? For this reason

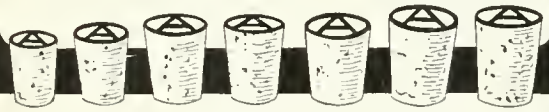
CIRCLE A CORKS

are essential to the equipment of your prescription department. One bad cork may provoke a customer whose patronage is worth two or three sacks of good corks. You know, "A stitch in time saves nine."

As a starter, to demonstrate that the quality's there, a sample package of 100 Circle A's in sizes from 2 to 6 will be sent you for twenty cents in stamps.

ARMSTRONG CORK CO.

113 Twenty-third St. Pittsburgh, Pa.



COMMONWEALTH HOTEL, Inc.

Opposite State House, Boston, Mass. Storer F. Crafts, Gen. Mgr.

Offers rooms with hot and cold water for $1.00 per day and up, which includes free use of public shower baths.

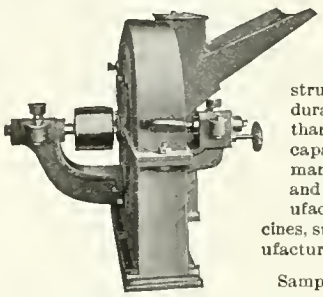
Nothing to Equal This in New England.

Rooms with private baths $1.50 per day and up; suites of two rooms and bath for $4 00 per day and up.

Absolutely Fireproof. Strictly a Temperance Hotel.

Send for Booklet.

DRUG MILLS



Front View No. 1 MEAD MILL (smallest size)

Use Mead Mills for crude drug grinding. Grinding done by impact; no friction surfaces. Simple in construction, large capacity, very durable, and requires less power than any other mill of same capacity. Used extensively by manufacturing chemists, drug and pharmaceutical houses, manufacturers of proprietary medicines, sugar, glue, and gelatine manufacturers.

Samples ground free of charge.

Illustrated catalog upon request.

MEAD & CO., 20th St. and M. C. R. R. DETROIT, MICH.

Ask Your Jobber for Prescription

TREFOIL M TREFOIL TRADE MARK

CORKS

TREFOIL B TREFOIL TRADE MARK

MANUFACTURED BY

R. W. McCready Cork Company,

CHICAGO, ILL.

OINTMENT MILLS FOR HAND AND POWER.

A machine for grinding ointments of various kinds into a smooth paste or mass. Made in three sizes, one, two and four quarts.

A valuable machine to have around the retail drug store.

Write for prices.

The J. H. DAY CO., Cincinnati, O.

WANT MORE PAY IN YOUR WEEKLY ENVELOPE?

If so take the course offered by THE PRACTICAL DRUGGIST INSTITUTE. We teach you at home and you do not have to stop work. The cost is small, the course is thorough and complete and will prepare you for State Board Examinations. Write for sample lessons, terms, etc., to

THE PRACTICAL DRUGGIST INSTITUTE

53 Gold Street, NEW YORK.

Fluid Extracts and Tinctures

that will bring you business.

When a physician sends you a prescription for a fluid extract or tincture, he wants a product that will be medicinally efficient; that will be active, yet not too active; that will produce, in short, the desired therapeutic result. If you dispense one of our products on his order you will *give him what he wants.*

◆ ◆ ◆

Our fluid extracts and tinctures are made from thoroughly tested drugs, under ideal conditions, by expert pharmacists. They are accurately assayed, chemically or physiologically. Not an ounce of any fluid extract or tincture goes forth under our label that does not measure up to the adopted standard.

◆ ◆ ◆

Specialize in our fluid extracts and tinctures. They will give you prestige with physicians. They will bring business to your prescription department.

PARKE, DAVIS & COMPANY

Laboratories: Detroit, Mich., U.S.A.; Walkerville, Ont.; Hounslow, Eng.

Branches: New York, Chicago, Kansas City, St. Louis, Baltimore, New Orleans, Minneapolis, Seattle, Boston, Pittsburg, Cincinnati, Buffalo, Indianapolis, U. S. A.; Montreal, Que.; London, Eng.; Sydney, N. S. W.; Petrograd, Russia; Bombay, India; Tokio, Japan; Buenos Aires, Argentina.

LONDON, ENG. Offices—50-54 Beak Street, W. Warehouse and Laboratory—Hounslow. WALKERVILLE, ONT. MONTREAL, QUE. 378 St. Paul Street.

This Sign Identifies Your Store as "Photographic Headquarters"

This is Cyko—
The Prize-Winning Paper

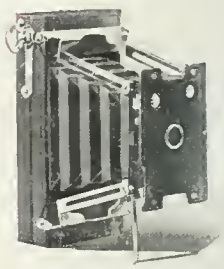
This is the Famous Ansco Film

It is the sign of the Ansco Dealer. Why not make it your sign? Why not be an Ansco Dealer yourself? Thousands of other druggists all over the country find Ansco Cameras and Supplies their best-paying side-line.

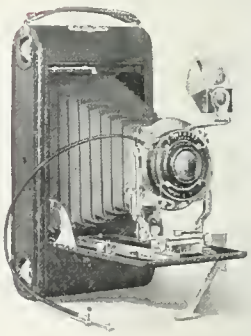
For a small investment *now* you can become an Ansco Dealer. Let us tell you how.

Send today for the Ansco Catalog, stock-order suggestions and full information as to how to become an Ansco Dealer. No competing dealers established in the same neighborhood. All applications received with that understanding. Use this

No. 2 Box Buster Brown
Retails at $2



Ansco Vest-Pocket
Retails at $7.50



No. 3A Folding Ansco
Retails at $25

POST CARD

PENNY
STAMP
HERE

I shall be glad to have you write and tell me how to install a Department of Photographic Supplies at comparatively small cost. In asking this, I do not obligate myself in any way.

Name _____

Street Address _____

City and State _____

Date _____

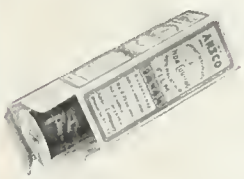
ANSCO COMPANY

BINGHAMTON

NEW YORK

This Sign Identifies Your Store as "Photographic Headquarters"

This is Cyko—
The Prize-Winning Paper



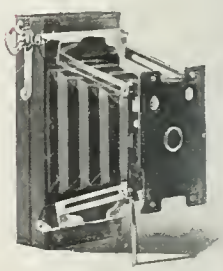
This is the Famous Ansco Film

It is the sign of the Ansco Dealer. Why not make it your sign? Why not be an Ansco Dealer yourself? Thousands of other druggists all over the country find Ansco Cameras and Supplies their best-paying side-line.

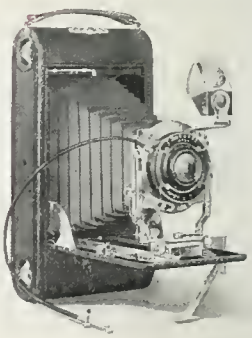
For a small investment *now* you can become an Ansco Dealer. Let us tell you how.

Send today for the Ansco Catalog, stock-order suggestions and full information as to how to become an Ansco Dealer. No competing dealers established in the same neighborhood. All applications received with that understanding. Use this

No. 2 Box Buster Brown
Retails at $2



Ansco Vest-Pocket
Retails at $7.50



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